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ABSTRACT

The planning and organization of this project are described, as well as such activities as the formation of the steering committee, identification of resources, support for dissemination planning conferences in each of the six member states (Alaska, Hawaii, Idaho, Montana, Oregon, and Washington), and the development of the State Consultant Model. A summary of the impact of the project discusses each of these activities, as well as progress in the attainment of four major goals: (1) the identification and clarification of the roles and responsibilities of various agencies involved in dissemination of research and development outcomes and promising practices in the area; (2) development of action steps for improved coordination between SEA (State Education Agency) process leaders and subject area leaders; (3) development of action steps for cross-state sharing of resources and information; and (4) provision of an alternative model for coordination of dissemination activities for consideration by other regions. Planned activities for FY 80, recommendations for other regions to consider, and suggested alternative approaches to the organization of a national conference for regional dissemination project personnel conclude the report. Attachments provide reports on steering committee and advisory board meetings and sample descriptions from state resource notebooks. (RAA)

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Northwest Regional Dissemination Configuration

FINAL REPORT

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The Northwest Regional Exchange (NWRx) is composed of the states of Alaska, Hawaii, Idaho, Montana, Oregon and Washington. Regional Exchange staff are housed in the Northwest Regional Educational Laboratory Dissemination Program and work with designated contact people from these states to: facilitate the development of a regional dissemination configuration; to coordinate a system for the identification, management and exchange of resources in the region; and to assemble, analyze and report data on regional use of research and development (R&D) outcomes.

The Northwest Regional Dissemination Configuration was a special eight-month project of the Northwest Regional Exchange. This project has involved an expansion of the NWRx Advisory Board from six state representatives to an eighteen-member Steering Committee in order to provide a broader base of representation for conducting regionwide dissemination efforts. The Configuration project has provided support for each state to hold a disseminaton planning conference and to conduct resource identification activities aimed at regional network building.

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ATTACHMENTS

A NORTHWEST REGIONAL DISSEMINATION CONFIGURATION STEERING COMMITTEE

B REPORT OF THE NORTHWEST REGIONAL DISSEMINATION ADVISORY BOARD MEETING, JUNE 26-28, 1979

C REPORT OF THE NORTHWEST REGIONAL DISSEMINATION ADVISORY BOARD MEETING, SEPTEMBER 25-27, 1979

D REPORT OF THE NORTHWEST REGIONAL DISSEMINATION ADVISORY BOARD MEETING, JANUARY 15-17, 1980

E SAMPLE DESCRIPTIONS FROM STATE RESOURCE NOTEBOOKS: ALASKA, HAWAII, IDAHO, MONTANA, OREGON, WASHINGTON

INTRODUCTION

The National and Regional Dissemination Context

Over the past several years various government agencies have funded programs designed to improve educational practice and to support equality of educational opportunity. Many programs have been developed to these ends, and out of them have come a large number of potentially useful products. The proliferation of educational products has, in turn, created a need for the local educator to be able to contact appropriate sources to get information about them and help in utilizing them.

In many State Departments of Education (SEAs) and in the intermediate service agencies (ISAs) serving local schools and districts there has been inadequate coordination of information about available resources and how to use them. One of the consequences of this has been that local educators frequently have not known about programs that might have been very useful for meeting an educational need.

The U.S. Congress became aware of this inadequacy and declared that steps be taken to increase the local educator's access to products resulting from research and development (R&D) efforts. The National Institute of Education (NIE) and the U.S. Office of Education (USOE) were directed to put more of their resources into disseminating R&D products. Predictably, organizations funded by these two agencies proceeded to develop plans to meet these directives.

NIE-supported ventures having impact in the Northwest have included the Northwest Regional Exchange (NWRx), the Northwest Reading Consortium Research and Development Utilization (RDU) Project, the Network RDU Project, the National Education Association (NEA) RDU Project and State Capacity Building Projects. USOE has developed and supported the National Diffusion Network, Right to Read, etc. Both agencies have emphasized the need to include dissemination plans as part of still other projects which received support from them, such as the ESEA Title Programs funded by USOE and efforts like the Experimental School Projects funded by NIE.

At least two concerns have developed in recent years regarding the proliferation of dissemination programs and projects. The first concern was that local schools could get inundated with information without having other support and assistance for making the best use of the information. A second concern was that various dissemination programs might duplicate some efforts and leave gaps in others.

The Movement Toward Regional Dissemination Planning

Out of these concerns grew a desire to look at the possibility of some of these projects organizing on a regional basis to maximize the potential benefits accruable to the schools of the Northwest. Two meetings were held in Seattle, Washington in August and November, 1977, with the issue of regional dissemination planning the primary topic at each. Further discussion with the NIE monitor for the NWRx regarding regional planning met with favor and support.

Discussions continued in 1978 concerning the need to design and implement some kind of regional plan for dissemination. When dissemination specialists from the Northwest attended the second National Dissemination Forum in Arlington, Virginia in August, 1978, they became aware that their counterparts in other areas of the country were also experiencing a need for increased dissemination planning and implementation on a regional basis. The forum concluded with participants strongly recommending that 1) a third national forum be delayed until at least the summer of 1980 and 2) regional forums be held during 1979.

PLANNING THE NORTHWEST REGIONAL DISSEMINATION CONFIGURATION PROJECT

Development of the Regional Plan

While NWREL management, the NWRx Advisory Board and others involved in dissemination in the Northwest agreed that increasing regional dissemination efforts was a clear priority, it was their collective judgment that holding a regional forum was not the most appropriate course of action at that time. Rather, these groups reasoned that there were some intermediate steps which needed to be taken within states before such a regional event would be a profitable venture.

Further examination of alternative approaches to regional planning and general agreement on dissemination goals and directions for the Northwest resulted in a decision to develop a proposal which would provide a support base and a plan for a regional dissemination effort. Development of the project plan was carried out with close attention to two requirements which Advisory Board members and NWREL staff had

identified as essential to any dissemination planning effort in the Northwest. First, those involved in developing the plan were agreed that the project activities proposed should grow out of groundwork already established through the activities of the NWRx; that the project should complement NWRx efforts and goals; and that, at the conclusion of the project, the activities which it set in motion should have ongoing NWRx support. The project was, therefore, conceived as a kind of "expediter" project which would support and be supported by the longer-term NWRx effort.

Secondly, those formulating the project plan sought to insure that the activities proposed would result in greater readiness on the part of each state to become involved in full-scale regional dissemination networking. The plan was written, therefore, so that each participating state could pursue its own version of activities which all of the states were conducting in preparation for increased regional involvement.

With these considerations in mind, NWRx and Advisory Board planners developed a proposal that outlined activities which were appropriate to the future planning being done by the NWRx, but which could drastically reduce the timelines for completion of such activities. The approach described involved assisting each state to do a complete review of efforts underway in that state, determine common strands/needs, and formulate a plan for a regional effort which would augment and support state endeavors. It was also planned to develop a model for other regions to examine, modify and use if interest existed to pursue such a

direction, and to provide a design and an agenda for a national conference which would enable other interested regions to learn about this model and others. Writing was begun in the fall of 1978, and the unsolicited proposal was submitted jointly to NIE and USOE on January 4, 1979.

In March, 1979 word was received that the proposal would be funded by NIE, OE being unable to commit funds to the venture at the time. When the NWRx Advisory Board members met in Seattle, Washington on March 9-11, 1979, they were joined by representatives from OE Regions VIII, IX and X; USOE; NIE; NWREL management and various others involved or interested in dissemination in the Northwest. In addition to conducting NWRx business and providing opportunities for representatives from the state agencies to intereact with the array of regional dissemination personnel who were present, it also provided NWREL staff a forum for presenting the Northwest Regional Dissemination Configuration Plan and for inviting participants to provide input with regard to the plan. Final negotiations with NIE were completed, and the Northwest Regional Dissemination Configuration Project was funded and officially begun June 1, 1979. The project was to operate for eight months, with an ending date of January 31, 1980.

Project Goals and Strategies

The Northwest Regional Dissemination Configuration Plan noted four goals:

1. Identify and clarify roles and responsibilities of various agencies involved in dissemination of R&D outcomes and promising practices in the six states in the Northwest

2. Develop action steps for improved coordination between SEA dissemination process leaders (e.g., directors of State Capacity Building grants) and subject area leaders (e.g., Title I, Special Education, Vocational Education, Bilingual Education, NDN)

3. Develop action steps for cross-state sharing of resources and information about R&D outcomes and promising educational practices

4. Provide an alternative model for coordination of dissemination activities for other regions to consider

Four basic strategies were utilized to accomplish the goals noted above. These were to:

1. Form a steering committee

2. Identify resources in each state

3. Conduct state conferences

4. Implement a state consultant model[1]

CONFIGURATION PROJECT ACTIVITIES

Steering Committee Formation

After considerable discussion, examination of alternatives and a review of other variables such as cost and time required for meeting, it was decided to form an 18-person steering committee, with the six-member NWRx Advisory Board included as the nucleus for the new group. Additionally, NWRx Advisory Board members were asked to submit names of people from their respective states who would have the potential to contribute to the regional planning envisioned by the project. The number of nominees per state ranged from two to fifteen, with the staff of the Dissemination Program at NWREL having the responsibility to make the final selection from the submitted names. By having more than two

[1]This model, unlike the other major project strategies, was developed as a result of Configuration activites and learnings rather than being part of the original project conception. It has, nevertheless, been central to the evolution of both the Configuration project and the NWRx.

names submitted from some states, it was hoped that a balance of agency and program representation could be achieved. This was accomplished, as the final composition of the steering committee included, in addition to the six SEA representatives to the NWRx Advisory Board, three additional SEA staff, three Intermediate Service Agency (ISA) staff, three Local Education Agency (LEA) staff, two faculty members from institutions of higher education and one director of a private nonprofit educational corporation. Additionally, others invited to participate as ex-officio members included representatives from OE Regions VIII, IX and X; the Washington State Facilitator; the Director of the Northwest Reading Consortium RDU Project and one linker from that project. (See Attachment A for the names and organizational affiliation of the committee members.)

Three meetings of the Northwest Regional Dissemination Steering Committee[2] were held in Portland. The first took place on June 26-28, 1979; a second was conducted September 25-27, 1979 and the third and final session was held January 15-17, 1980. Purposes cited for the first meeting were to:

1. Acquaint and familiarize participants from the states in the region--Alaska, Hawaii, Idaho, Montana, Oregon and Washington--with the NWREL Dissemination Program State Consultant Model

2. Begin preliminary planning for state conferences, including state mapping, task force development and next steps

3. Begin the identification of regional strands and issues having importance for regional dissemination planning

Purposes of the September 25-27 meeting included:

1. Continue to acquaint and familiarize participants with their NWREL state consultant and state consultant team

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[2]By the time of the first meeting, the designation Northwest Regional Dissemination Advisory Board had been adopted for this group.

2. Continue to plan and strategize for upcoming state dissemination conferences and mapping projects

3. Continue to identify and discuss issues having importance in regional dissemination planning and the development of a regional perspective

In addition, this meeting served as an opportunity to:

- Provide a forum to discuss USOE regional activities
- Provide and exchange information and support with participants concerning their progress to date
- Examine future issues of the Advisory Board
- Discuss potential uses of the mapping (data collction) efforts in the states

At the third meeting of the Advisory Board, objectives included:

1. Defining an action plan for the year
2. Defining and clarifying regional goals and objectives
3. Arriving at a decision about the size and makeup of the Advisory Board
4. Identifying the work remaining to complete the Configuration project

In addition to these objectives, the meeting also provided opportunities for participants to:

- Put the Dissemination Program, the NWRx and the Configuration project into a historic and future context
- Relate the NWRx scope of work, intentions and objectives to current state dissemination plans
- Clarify and share objectives and strategies
- Influence the NWRx scope of work for each state
- Influence the direction and goals for the NWRx Advisory Board for FY 80
- Participate in and contribute to the business meeting of the NWRx Advisory Board

(See Attachments B, C and D for a detailed accounting of the Advisory Board meetings.)

Resource Identification

Early in the planning of a regional dissemination effort, it was determined that a prerequisite to regional planning was to have a clear picture of what kinds of programs and services existed within each state and how these programs and services functioned and were accessed by local schools. Further, it was felt that the identified resources, programs, services and needs of each state would provide the beginning strands and interests for a regional dissemination plan. During the June Advisory Board meeting, plans were generated with each state to determine how best to accomplish this task. While there were and are differences among the states, the basic thrust was to write abstracts of programs and to develop a resource notebook which could provide a "picture" of what existed. Specific plans and timelines for accomplishing the work are included in the June 26-28 meeting report (Attachment B).

What had seemed to be an easily accomplished, short-term task proved to be complex and time consuming. At the time this report is being prepared, the resource mapping continues. Also, even though the intent was to have each state resource notebook design to be determined by the state representatives from that state, it had been assumed that the six notebooks would be very similar. There are similarities, most notably the use of a common format for written descriptions of resource and service providers in the states (Attachment E). There are also a number of interesting differences, such as the use of actual maps to portray information, the use of "rainbow" charts to indicate school involvement with action programs, a "yellow pages" listing of some services and efforts to computerize portions of the information.

State Conferences

In order to obtain greater involvement of persons in the review of information collected and to have input into decisions regarding what to do with the information, it was decided to plan, design and conduct a state conference in each state. Originally, as with the resource notebooks, it was assumed that the state conferences would be similar in size and nature and that all would have been held by the end of November 1979. The reality was that differences among states were quite extensive, with the conferences ranging from a one-day worksession involving a small, select group to one involving over 100 people convening for two days. Agendas also differed greatly, although the basic goal remained the same--to assist in the development of plans for school improvement through dissemination activities. The first of the conferences was held on October 19-20, 1979 and the last occurred on February 5-6, 1980.

Following is a brief review of the primary focus of each state conference/worksession:

- Alaska - "Linking Instructional Resources," February 5-6, 1980. An effort was launched to involve representatives from private industry and public agencies not generally associated with education in working with educational agencies.

- Hawaii - "Hawaii Educational Dissemination/Diffusion System," October 19-20, 1979. Information sharing in regard to available validated products, exposure to recognized dissemination leaders, interaction with the Developer/Demonstrators of the validated programs and needs identification provided the foci for the Hawaii State Conference.

- Idaho - "Dissemination as Communication Linkages to Exchange Resources," November 2, 1979. The interest expressed by planners of the Idaho State Conference in involving a wide range of people was reflected in the variety of educational endeavors represented by the participants.

- Montana - "A Study of Programs and Services," November 14, 1979; December 12-13, 1979; January 3-4, 1980. Three worksessions were held in lieu of one state conference, with the major purpose being to increase the involvement of other state agency personnel in resource identification, analysis and subsequent decision making with regard to new directions to be pursued.

- Oregon - "Bridging Resources with Needs," October 25-26, 1979. Emphasis at the conference was on the identification of potentially useful resources which are available to local schools.

- Washington - "Developing Agency Dissemination Policy," January 22, 1980. The three foci identified for the Washinton conference were to prepare a policy for dissemination, to prepare guidelines for dissemination and to identify future responsibilities of the SEA's Dissemination Task Force.

Complete reports of the state conferences were developed by Dissemination Program staff and are on file.

State Consultant Model

As final decisions were being made in regard to implementing the Northwest Regional Dissemination Configuration plan, it was becoming apparent that the tasks called for in that plan and in the plans of the NWRx would require Dissemination Program staff to be organized differently than in the past. That is, the staffing pattern in which one individual had responsibility for ongoing contact with and services to all six states in the region did not appear adequate for the number and range of activities proposed. Deliberations about this issue resulted in the development of a State Consultant Model, which consisted of a primary contact person from the Dissemination Program being assigned to each state and another functioning as a backup, with the rest of the Dissemination Program staff and the Laboratory providing additional levels of support. This model has since undergone modifications,

including the assignment of a technical assister and a documentor to each state "team." A portrayal of the State Consultant Model is included as part of the June 26-28 meeting report and may be found in Attachment B.

The development of the State Consultant Model is an example of the fruitful interaction which has occurred between the Configuration project and the NWRx context in which it has operated. While developing and implementing the model were not, strictly speaking, Configuration project activities, the activities and timelines called for by the project caused Dissemination Program staff to experience, recognize and act on a need for change in organizational strategy more rapidly than if the project had not occurred.

PROJECT IMPACT SUMMARY

As noted earlier in this report, there were four basic goals and four strategies employed to accomplish the stated purposes of the Northwest Regional Dissemination Configuration project. Because one of the goals of the project had to do with the development of a model for regional dissemination coordination, the strategies are important to review in terms of impact, as well as the study of goals accomplishment. This section of the report will begin by addressing each of the strategies and then will proceed with a discussion regarding each goal and its achievement.

Steering Committee

Three major advantages were noted as a result of forming a steering committee comprised of 18 members as opposed to having the six member NWRx Advisory Board guide the work of the Configuration project. The

first advantage was that representation from local schools, intermediate agencies, higher education and private business, as well as from state agencies made possible a much greater breadth of view for determining appropriate directions and activities for a regional dissemination effort. Related to this was the opportunity to check the reality of the needs and methods being dicussed, as local school participants could respond directly to such questions. A third advantage was that by having three people from each state involved with the project, they were able to provide assistance and support to the dissemination planning in each of the states. This appears to be a particularly valuable impact of the project as planning and implementation of the plans continues.

The major disadvantage to the larger group was that of cost. An analysis of meeting costs was done in preparation for the January meeting, as the size of the NWRx Advisory Board was an agenda item. NWRx staff shared and discussed with participants costs involved in convening a meeting in Portland following the format and time of the three steering committee meetings. The final decision was to return to the original six-person Advisory Board; however, there was support voiced for maintaining the involvement of other people.

Two options were suggested for continuing the involvement of the additional persons from each state. The first recommendation was to form a "satellite" group in each state which would work with the NWRx Advisory Board representative and have input into regional planning. A second suggestion was the NWRx Advisory Board meetings be held in the different state capitols and that the host state "core group" be invited to the meeting. Both suggestions are being carried out at the present time, with the state representatives to the steering committee continuing to

work together and the March meeting of the NWRx Advisory Board scheduled to be held in Olympia, Washington.

Resource Identification

Because the resource identification effort proved to be more complex and to require more time than had been envisioned, it was difficult to assess the impact of this specific strategy. This is due to the fact that SEA people in most of the states, upon realizing the many valuable applications of a comprehensive compilation of educational resource and service provisions, have asked for NWRx assistance in the development of much more complex and voluminous state resource notebooks than they--or NWRx staff--had originally anticipated. Hence work has not been completed, and each worksession has increased the potential impact this effort could have. One major effect of the resource identification strategy which has been noted is that those involved have realized how much greater are the number of programs, projects and services impacting schools than had been believed prior to this systematic study. Also, some preliminary analysis of the data has revealed the existence of some gaps in providing all the schools in a state equal access to the programs and services functioning in the state agency.

Potential impacts for each of the states involved is considerable. One major possibility is for an analysis of the way the state agency works with schools and also how local schools take advantage of what state agencies offer. Other important outcomes include the provision of information to legislative committees, familiarizing SEA staff with what programs the state agency operates and who the contact people are, orienting new staff and providing field-based people greater information regarding the state agency and how it functions.

State Conferences

A common theme which was present at all of the state worksessions or conferences was the study of ways to make resources more accessible to local school people. Approaches ranged from actual project/program demonstrations to brainstorming sessions which produced extensive lists of resources potentially useful to school people. In every case the major goal noted was accomplished.

Even though the initial plan was for a full-scale conference to be held in each state, this proved not to be the case, owing to the current focus of SEA work in some of the states. The kind of meeting each state held was appropriate to its current planning, and some of the state groups reported that the focused meetings in which they participated have helped to establish groundwork for conducting statewide conferences at a future date.

One of the original purposes of the state conferences was to provide for a review of the resources identified and to obtain input in terms of an analysis of what the collected data could mean. This purpose was only partially accomplished, simply because the resource identification had not been completed.

State Consultant Model

The primary impact of the State Consultant Model has been the increase in time, energy and attention each State Education Agency received from the NWREL Dissemination Program. Part of the increase has been the opportunity for Dissemination Program staff with different skills to work with a state agency in a team approach. Examples of the value of the team plan are particularly observable in two states, Alaska

and Oregon, as the primary contact person has had to rely on the backup person for some state visits and for playing a primary role in some of the planning. Because of the team approach, this was managed with minimal problems for everyone involved.

Typical state agency reactions to the model have been positive and supportive of the plan, in part because the plan served to clarify whom they could call for assistance. Also, the greater time allotment possible for each state by the Dissemination Program via this model has been well received.

Project Goals

Goal #1: Identify and clarify roles and responsibilities of various agencies involved in dissemination of research and development (R&D) outcomes and promising practices in the six states in the Northwest

The primary approach for accomplishing this goal was the resource identification strategy described earlier. It was intended that, as all of the states were "mapped," it would be possible to generate regional strands and relationships relevant to a regional dissemination plan.

Much progress has been made in accomplishing this goal, but as has been noted earlier, the task is not yet finished. Each state has, however, identified and described many of the programs and services available through the State Education Agency. In addition, progress has been made in determining which schools are availing themselves of the programs and services offered by the SEA.

The Configuration project has worked with and for the longer-term Northwest Regional Exchange effort. Therefore, continuation of the effort to accomplish this goal is being done through the NWRx. Timelines have been developed, and it is anticipated that finished products will be available for general distribution by July 1, 1980. Also, it is

anticipated that the analysis of the data and subsequent planning will be in full progress by that date.

Goal #2: Develop action steps for improved coordination between SEA dissemination process leaders (e.g., directors of capacity building grants) and subject area leaders (e.g., Title I, Special Education, Vocational Education, Bilingual Education, NDN)

Two strategies were utilized for accomplishing the goal noted above. First, state conferences or worksessions were conducted in each of the six states in an effort to bring together the audiences referenced in the goal statement. Second, the primary contact person from the NWREL Dissemination Program has worked in each state agency in sessions involving members of the groups noted in the goal.

The state conferences received high marks from the participants. Time was spent in reviewing issues and sharing ideas for moving forward with a coordinated approach to dissemination. Task forces have been formed in three states to further the effort, and the primary contact persons have had the opportunity to meet with an increased number of state agency people in all of the states.

As with the resource identification plan, work toward this goal continues into the present. In fact, as action plans are formulated and implemented, it will be time to formulate new ones. Given the progress which has been made to date, the work of the task forces in the states is expected to provide valuable input into regional dissemination planning, as well as furthering state-level communication and coordination.

Goal #3: Develop action steps for cross-state sharing of resources and information about R&D outcomes and promising educational practices

Considerable time and attention was devoted to the accomplishment of this goal at the Advisory Board meetings. Members were polled in terms of priorities, interests and willingness to be involved in further work.

At the January meeting of the Advisory Board three initial priorities emerged for future regional work. Included was staff development, knowledge transformation and application of communications technology to dissemination. In each case the primary interest was to find ways to share resources and to maximize the potential accessibility of research and development products and information. Plans were developed to form regional task forces to address the application of technology and knowledge transformation issues and to prepare a regional seminar for staff development. Full documentation on the January meeting is included in Attachment D.

Work remains to be done in planning for cross-state resource sharing. Completion of the resource notebooks will enhance this effort, as will the continuing work with the NWRx Advisory Board.

Goal #4: Provide an alternative model for coordination of dissemination activities for other regions to consider

The strategies and methods described in this report comprise a model which other areas might wish to consider. Basic elements of the model include:

- A steering committee representing a diverse set of agencies involved in education
- A plan for identifying existing programs and services in each state and then developing regional thrusts based on the analysis of state data
- Conducting state conferences to bring together educators and others to share resources and ideas
- Utilizing a state consultant model which provides for a primary contact person and a support team to work with each state

The result of the implementation of this model in the Northwest has been the establishment of three initial regional priorities, the

formation of state and regional task forces to address these, the blending of the Configuration effort into the Northwest Regional Exchange, and a method for modeling a team approach by the Dissemination Program staff at NWREL. A second important result has been the realization that eight-months--the duration of the Configuration project--was not enough time for the total accomplishment of all that had been envisioned.

PLANNED DISSEMINATION ACTIVITIES: FY 80

The recommendations of the NWRx Advisory Board, together with input from other regional dissemination project personnel, state conference participants, task force members and others, have produced the component parts of a plan for regional dissemination activities during FY 80. The major activities comprising this plan are listed below and, because discussion of most of them has occurred earlier in this report, they are described only briefly.

Continuation of the Resource Identification Effort

The many useful applications of the state resource notebooks which have been identified by their SEA compilers and cited earlier in this report have led Advisory Board members and others to make commitments to continuing the effort to identify and describe resource and service providers in each of the states. SEA staff in each state plan to pursue the development of the "first editions" of the notebooks, and two of the SEAs have stated an intent to update their states' notebooks annually or at 18-month intervals. The Dissemination Program's role in this effort will involve the provision of technical assistance in developing the

initial editions of the notebooks and working with the states to utilize the notebooks for analysis and planning as requested.

Derivation of Additional Regional Priorities

NWRx Advisory Board members and Dissemination Program staff recognize that the areas identified thus far for regional dissemination thrusts represent only the beginnings of regional network development. These groups therefore plan to continue identifying emerging areas where regional dissemination efforts might be undertaken. The role to be played by the Dissemination Program in this effort will include assisting states to be aware of emerging priorities which they share with other states in the region and facilitating group processes whereby Advisory Board members can identify, prioritize and make commitments to additional regional thrusts.

Consideration of Conducting Additional State Dissemination Conferences

As described earlier in this report, the state dissemination conferences held between October 1979 and February 1980 focused on the current priorities of each individual state. Those SEA representatives whose state conferences were SEA worksessions devoted to a particular topic, such as SEA dissemination policy development, are currently giving consideration to convening conferences which would involve educators from other kinds of agencies and have a broader focus. SEAs which sponsored statewide conferences during the Configuration Project have indicated their availability to provide information and assistance, as would Dissemination Program staff should any of the states desire help in planning and conducting conferences designed to advance state and regional networking.

Maintainance of a Working Task Force in Each State

Work associated with the state dissemination conferences resulted in the formation of task forces in three of the states. Set up to assist with conference planning in some of the states and established during the conferences in others, these task forces were created to assist SEA dissemination personnel to coordinate the development of statewide communications/resource sharing networks. While task force composition differs from state to state, each include representation from education agencies and organizations other than the SEA. Organizational affiliations of state task force members include local education agencies, intermediate service agencies, institutions of higher education, private educational R&D firms and professional associations. Advisory Board members and Dissemination Program staff plan to maintain and work with these task forces over time in activity areas such as:

- Developing and implementing plans in response to the recommendations/resolutions which emerged from the state conferences
- Developing and reviewing the notebooks which describe educational resource and service providers in the state
- Gathering and utilizing information on the educational dissemination needs in each state from the perspective of educators working at different educational levels

Utilization of Regional Task Forces to Address Regional Priorities

As referenced earlier in this report, regional task forces were named at the January 15-17, 1980 meeting of the NWRx Advisory Board to assist Board members and Dissemination Program staff members to plan and implement activities in areas identified as initial regional priorities. Though membership on these task forces is likely to shift depending upon the regional priority areas addressed at a given time, the practice of

having and working with such task forces will be maintained. Roles for regional task forces in the future will include:

- Major involvement in the planning and implementation of regional conferences, workshops, etc.
- Functioning as consultants to Dissemination Program and SEA staff as these groups plan and coordinate regional activities
- Working with state-level task forces[3] to gather and share information about state and regional networking

Alternation of Advisory Board Meetings' Sites

At their January 1980 meeting, Advisory Board Members decided to hold their next meeting, scheduled for March, at the Washington Office of the Superintendent of Public Instruction. The decision was reached in response to an offer by Washington Advisory Board member Jean Wieman to host the meeting, and reflects the Board's consensus that network development will be enhanced through members having the opportunity to visit and work at one another's agencies. Board members and Dissemination Program staff have cited at least two major advantages to holding meetings at state agency sites as well as in Portland.

First, with the completion of the Configuration Project, the Advisory Board returns to a membership of six instead of the more broadly representative 18-member steering committee convened to guide Configuration tasks. Holding future Board meetings at the SEA sites periodically would provide an opportunity for dissemination task force members from the host state to attend when appropriate. Advisory Board

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[3]In some cases, the same individuals serve on both state and regional task forces, providing additional continuity between state and regional networking efforts.

members and Dissemination Program staff would thus be able to solicit input from people representing a variety of educational levels as they pursue planning and decision making. Board members would also increase their knowledge of alternative ways that state task forces might be organized and operated.

Second, Advisory Board members would have the opportunity to increase awareness of NWRx activities within their agencies and, conversely, NWRx participants would increase their knowledge of the people, operations, resources and services of each SEA. These learning opportunities are recognized by Board members as essential components of regional network planning and development. While it may not be feasible to hold Advisory Board meetings in all of the SEAs, Board members and NWRx staff continue to favor some form of alternation between Portland and other sites for their meetings.

Continuation of the State Consultant Model

Advisory Board members have responded very favorably to the Dissemination Program's State Consultant Model. While this is not the appropriate place to reiterate detailed information on this model which is available in other program documents, it is worth noting the major reasons cited by Board members for wanting this style of organization and service provision to continue:

- An ongoing, indepth working relationship between an SEA dissemination staff and an individual serving in the primary consultant role enhances trust, knowledge and continuity of service.
- The frequency and productivity of contacts between SEA and NWRx staff are increased.
- The primary consultant serves, among other things, as a "conduit" for a greater number and variety of services and

resources through the support provided him/her and the state by other members of the consultant team.

- Board members wish to study the evolution of the model to determine its potential for being modified and used by them and their staff to serve their constituents in the states.

Provision of Support to the Implementation of the Regional Dissemination Plan

As described earlier in this report, the Configuration project was originally conceived by Dissemination Program staff and Advisory Board members as an effort which would complement the longer-term Northwest Regional Exchange Project. The Configuration project was to build upon groundwork established by the NWRx and to support its goals, and at the Configuration project's conclusion, its activities were to receive ongoing support from the NWRx. At the Janury Advisory Board meeting, members reaffirmed their desire for activities set in motion during the Configuration project to be supported through the NWRx. The specific activities to receive such support have been described in the body of this report.

Advisory Board Guidance of the Regional Effort

The NWRx Advisory Board will continue to serve as the steering committee for planning and implementation of regional dissemination efforts. The Advisory Board will consist of six voting members, these being the official SEA contact people from the states in the region. In addition, there will continue to be ad hoc representatives from other major dissemination efforts in the Northwest, such as State Facilitator Project personnel, Title IV-C coordinators, etc. State and regional task force members will attend Advisory Board meetings as appropriate and have other means of providing input into the Board's deliberations. NWRx

staff and Advisory Board members will continue to seek involvement of other dissemination project personnel in the activities planned.

Initiation of Cross-State Educational Resource Sharing

Advisory Board members and NWRx staff plan to utilize various educational knowledge bases to support the development of a regional resource sharing network. States have agreed to examine the potential for sharing across state boundaries the holdings of, for example, a state's educational materials depository before another state would undertake to develop essentially the same collection.

Existing knowledge bases such as ISA materials collections are currently being analyzed to determine their applicability to a regional resource sharing effort. In addition, efforts are underway to determine how knowledge bases which are already available regionwide (e.g., NWRx materials collection, ERIC) might be more profitably utilized to support the regional effort.

The notebooks describing resource and service providers in each state will, of course, provide a wealth of information on areas where resource sharing within and across states is indicated.

Financial Support

It is recognized that very little additional funding will be available to operationalize the various components of the Northwest regional plan. Sources of financial resources available to promote/implement the plan might include:

- NWRx, currently funded for 1980-82
- SEA resources through State Capacity, Title IV, etc.

- State Facilitator resources
- Emerging library efforts
- Other state and regional resources

Utilization of Existing Educational Networks

It is recognized that the success of the Northwest regional dissemination plan will be largely dependent upon the formal and informal networks which are currently in operation within and among states. The individual state conferences which were held in conjunction with the Configuration project revealed a multitude of existing networks currently operating within states which provide services to clients concerned with local school improvement. NWRx staff and Advisory Board members plan to continue identifying such networks and engaging the interest and cooperation of participants in collaborative working arrangements to further regional network development.

RECOMMENDATIONS FOR CONSIDERATION BY OTHER REGIONS

The learnings which have emerged from participation in the Configuration project have been utilized by NWRx staff and Advisory Board members to develop the following recommendations for consideration by dissemination project personnel in other regions. Should a regional exchange or regional consortium, in collaboration with its advisory group, wish to study the feasibility of mounting an effort similar to the Configuration, we would hope that these recommendations might enable them to capitalize on strategies which have proved workable in the Northwest. We would also hope that they might be able to avoid pitfalls by noting our mistakes--chiefly in the area of timelining. Finally, we hope that

others would be able to modify the project model so that their efforts would represent both an extension of it and an overall improvement.

1. Make use of an advisory group with diverse representation

Northwest dissemination personel who have participated in the Configuration project strongly recommended that any similar effort undertaken in other regions include convening advisory groups which represent as many educational levels as possible. The advantages of this approach have been cited throughout this report. Depending upon the region, this may or may not involve expanding the size or altering the composition of existing advisory groups. Configuration project participants also recommend that there be more than one representative per state on the advisory group in order that the kind of cross-state, small group worksessions found to be so productive in the Northwest might be utilized. Finally, we--the Dissemination Program and the NWRx Advisory Board--recommend maintaining existing advisory groups as the core groups of any expanded steering committees which might be set up for projects like the Configuration.

2. Make certain that project context, goals and activities are clearly understood by all participants

Obvious as this point is, our experience has indicated that special care must be taken to insure that all members of an advisory group/steering committee clearly understand the context within which such a short-term, high-impact project exists and the long-range goals it is intended to support. Expansion of the Advisory Board from six members to 18 resulted in our working with a group of people with different levels of understanding of educational research and development, the field of dissemination, the NWRx and the NWREL Dissemination Program. It was,

therefore, necessary to utilize a strategy of "planned redundancy" to insure that those advisors who had not been involved previously with Northwest regional dissemination efforts were kept informed of the larger context and implications of project activities. We offer the following suggestions as ways that a coordinating body for such a regional effort might make project purposes maximally clear to participants:

- Prepare, share and discuss an abbreviated revision of the project proposal/plan for participants to use and share with colleagues in their agencies.
- Prepare, share and discuss a historical overview of the agency or program coordinating the special project.
- Clearly explain the relationship between the special project and the ongoing regional effort it is intended to expedite.
- Avoid the use of jargon and clarify any acronyms used.
- Provide ongoing opportunities for participants to ask questions and receive information about project goals, activities, etc.
- Structure advisory group meetings so that participants can engage in cross-state worksessions and increase their knowledge of project activities throughout the region.

3. Develop realistic timelines for accomplishing the goals

Again, the point is an obvious one that should be part of any well-conceived planning process. We make the recommendation, however, because our actual experience revealed that the project activities outlined in the proposal were, as cited earlier in this report, overly ambitious for the eight-month duration. The way that events have played out, several project activities (e.g., the state resource notebooks) are still in process. Should the experience of other regions follow ours, they may find that draft timelines presuppose a degree of state-level mobilization for the project beyond the actual readiness of states. They

may also discover that SEA and other participants in the states will want to pursue project activities in much greater depth--and therefore over a longer period of time--than project designers might anticipate.

4. Develop a process for identifying existing programs and services in each state and studying the utilization of them

Configuration project participants strongly recommend that any region considering a similar effort include in the project design the surveying of educational agencies, organizations, products, work units, etc., which provide services and/or resources to the schools in each state. The form which this effort has taken in the Northwest has been outlined earlier in this document, and we have indicated that this extensive activity continues into the present. As concerns the ways that another region might pursue such an effort, Configuration project participants recommend that:

- A format for narrative descriptions of resource and service providers be developed and agreed upon by all participating states (See Attachment E)
- SEA participants agree to include in their resource notebooks descriptions of at least the various work units within the SEA in order that areas where gaps, overlaps, etc., might exist can be noted and addressed
- SEA participants be encouraged to solicit draft descriptions from other organizations for inclusion in their notebooks (e.g., intermediate service agencies, institutions of higher education, R&D laboratories and centers, professional associations, etc.)
- SEA participants be encouraged to include in their resource notebooks some sort of geographical display which shows where, within a state, the SEA's services and resources are currently being utilized
- The responsibility for gathering/drafting information on resource and service providers rest with the SEA;, and the role of the regional project coordinating the effort be limited to the provision of assistance in editing and producing the notebooks and in utilizing the information for planning as requested.

5. Develop a process for utilizing project learnings about state priorities to determine regional priorities

Remembering that Configuration project activities were designed to facilitate state-level readiness for expanding regionwide dissemination efforts, it was necessary to determine what kinds of shared readiness existed as the result of the Configuration project. Configuration project participants recommend the utilization of group processes which will enable participants in similar regional projects to surface and analyze state priorities and from these to determine and make commitments to involvement in regionwide efforts. Ideally, the setting in which these processes take place should also provide for the nomination/appointment of task force members to assist in implementing the regional priority activities agreed upon.

6. Develop an adequate support system for the effort which can provide ongoing support to the work initiated during the short-term, high-impact project

Again, Configuration project participants recommend that a longer-term, similarly directed project such as a regional exchange or regional consortium provide ongoing support for special project activities after the special project is completed. Efforts should also be made to maintain the involvement of state task force and regional steering committee members appointed during the special project after its conclusion.

A NATIONAL CONFERENCE FOR REGIONAL DISSEMINATION PROJECT PERSONNEL

One of the major goals of the Configuration project was to share project findings with staff of other NIE Regional Programs' projects

which serve constituent groups similar to those served by the Northwest Regional Exchange. The provision of state action reports, project activities reports and recommendations to other project staff represent one method of sharing outcomes and learnings.

Another mechanism by which the NWREL Dissemination Program might share the result of the Configuration project with these groups is through a national conference. The following are alternative approaches to organizing such a conference:

1. In collaboration with the State Dissemination Leadership Project (SDLP), explore potential ways in which the results of the Configuration project could be incorporated into their plan for a summer conference. One of the outcomes of the project was increased leadership skills on the part of SEA personnel charged with dissemination functions. Inasmuch as SDLP has this kind of leadership training as a primary focus of its project, such collaborative planning could be mutually beneficial.
2. A national conference could be scheduled contiguously with an RDx meeting. Although the attached design suggests a two-day meeting, adaptations could be made for a one-day session.
3. Individual State Capacity Building projects might be interested in using the findings of this project for further development, refinement or implementation of their own plans. Technical assistance to an SEA or a group of SEAs could be planned.

The following agenda items suggest the organization for a two-day national conference.

1. Introductions. Getting acquainted.

2. An Overview of the Northwest Configuration Plan and Strategies Employed. Handouts will be used and discussion encouraged in regard to the basic plan.

3. Sharing of the Actual Northwest Experience. Products and handouts will be shared. Participants will actually experience using resource and service descriptions and other planning materials.

4. Context Setting for the States Represented. State groups will be formed to conduct an analysis of the relevant conditions existing in the state.

5. Matching Conditions and Circumstances Present in the States Represented to Strategies Employed in the Northwest. State group worksessions, reporting, discussing and assisting one another across state lines will be the method.

6. Begin Designing A Plan. State groups will begin the process of designing the plan they actually wish to implement. NWRx staff will serve as consultants to the groups.

Should there be, among regional projects, sufficient interest to warrant in-depth planning of a national conference, Dissemination Program staff would utilize this framework to produce a detailed design and develop appropriate support materials.

ATTACHMENT A

NORTHWEST REGIONAL DISSEMINATION CONFIGURATION
STEERING COMMITTEE

NORTHWEST REGIONAL DISSEMINATION CONFIGURATION STEERING COMMITTEE

STATE	SEA	ISA	LEA	OTHER
Alaska	*Marilou Madden, Director Division of Educational Program Support			Ron Daugherty, Director Northern Institute for Research, Training and Development Dennis Demmert, President's Office University of Alaska at Fairbanks
Hawaii	*Kellet Miu, Director Planning Services		Mike Hazama, Deputy District Superintendent, Maui Ed Murai, Principal Kealakehe Elementary School	
Idaho	*Charles Brown, Coordinator Dissemination Doug Hammer, Supervisor Research in Voc. Ed. Judy Schrag, Supervisor Special Education			
Montana	*Phil Ward, Administrator Administrative Services Jim Watkins, Educational Field Representative		Dick Schmidt, Superintendent Park City	
Oregon	*George Katagiri, Coordinator Inst. Tech. and Title IV	Jim Ylvisaker, Director of Instruction Multnomah ESD Jim Maxwell, Director Inst. Media Center Lane ESD		
Washington	*Jean Wieman, Director Programs and Learning Resources	Doug Goodlett, ESD Liaison to SPI for Dissemination Vancouver ESD 112		June Dilworth, Director Inservice Education and Television Seattle Pacific University

*NWRx Advisory Board members

ATTACHMENT B

REPORT OF THE NORTHWEST REGIONAL DISSEMINATION
ADVISORY BOARD MEETING
JUNE 26-28, 1979

REPORT OF THE NORTHWEST REGIONAL DISSEMINATION
ADVISORY BOARD MEETING
JUNE 26-28, 1979

The first of a series of three meetings of the Northwest Regional Dissemination Advisory Board convened in Portland, Oregon on June 26-28, 1979. The purpose of this meeting was to:

1. Acquaint and familiarize participants from the states in the region--Alaska, Hawaii, Idaho, Montana, Oregon and Washington--with the NWREL Dissemination Program State Consultant Model.
2. Begin preliminary planning for state conferences including state mapping, task force development and next steps.
3. Begin the identification of regional strands and issues having importance for regional dissemination planning.

The Advisory Board, which is comprised of representatives from the six state education agencies (SEAs) and two recently nominated educators from each state, participated in the meeting. Also participating were representatives from the National Institute of Education (NIE) and the Northwest Regional Educational Laboratory (NWREL) Dissemination Program.

The meeting opened with a welcome and introduction of all participants facilitated by Dissemination Program Director, Virginia Thompson. She then introduced NWREL Executive Director, Larry Fish, who presented a brief history of the Laboratory and an overview of its various programs and services.

The welcoming address by Virginia Thompson to the Advisory Board "Setting the Context for Expanded Dissemination Services in the Northwest"

outlined the history of dissemination and the scope and purpose of the NWREL Dissemination Program. This included an extensive presentation of a new dimension of operation for the program--the State Consultant Model.

Individual state teams comprised of the SEA representative, two other educators from the state and the designated NWREL state consultant met in a series of worksessions over this three day period. These sessions provided the teams with a forum for:

- preliminary planning for their state conference
- reaching agreements as to the implementation of their state conference
- articulating strategies for mapping (inventorying) state resources
- clarifying roles of the SEA and NWREL
- identifying next steps in the process

At designated times throughout the meeting the SEA representatives reported the progress of their team's worksessions to the entire group. At the final report session each state outlined the tasks proposed for their mapping process and conference (attachment #1).

Sessions attended by the entire group provided information on networking, mapping, ERIC and NIE in addition to being a platform for discussing regional and individual state issues in dissemination. Virginia Thompson presented "Issues in Regional Networking" which included a gleaning of the recent literature on networking and a perspective for operationalizing a regional dissemination network in the Northwest. This provided the impetus for a stimulating discussion concerning existing and potential networks in the region.

W. Ed Ellis, Regional Programs Director at NIE, presented the group with information concerning NIE's focus and perspective in educational

dissemination. Following this presentation, Mr. Ellis and Mr. Peirce Hammond answered questions from the group.

The Director of the Educational Resources Information Center (ERIC) at NIE, Mr. Charles Hoover, also presented information revolving around the ERIC system. He highlighted the possibilities, opportunities and potential benefits of utilizing ERIC within a regional network.

The Advisory Board members played an active role in the large group discussions as they critiqued plans for the conferences, probed the feasibility of a variety of next steps, discussed strategies for presenting recommendations from the region to NIE and considered the possibilities of sponsoring a Regional Dissemination Forum in early 1980.

Agreements reached by the Advisory Board members during this meeting were:

- Each state will hold a conference before November 30, 1979
- Each state will develop a plan for mapping it's resources and execute it with assistance from NWREL
- Each state would communicate with NWREL through it's state consultant
- The Advisory Board will consider at future meetings whether or not to recommend a Regional Forum
- The Advisory Board will make recommendations to NIE in regard to this type of regional effort

The dates for the next two meetings were set by the group:

- September 25, 26, 27, 1979
  beginning at 1:00 p.m., Tuesday, September 25 and ending at noon Thursday, September 27

- January 15, 16, 17, 1980

  beginning at 1:00 p.m., Tuesday, January 15 and ending at noon Thursday, January 17

Words of appreciation as to the diligence, progress and cooperation of the group were expressed by many of those attending. Closing remarks reflected that the meeting was seen as a productive session in which the Northwest regional dissemination configuration network began to emerge.

AGENDA - NWRx Advisory Board/NW Regional Dissemination Configuration Steering Committee

TUESDAY - June 26

1.0 Introductions (1:00 p.m. -1:30 p.m.)

- 1.1 Getting Acquainted
- 1.2 Reviewing the Goals
- 1.3 Agenda Overview
- 1.4 Housekeeping Chores (signing vouchers, etc.)

2.0 Context Setting (1:30 p.m. - 2:30 p.m.)

- 2.1 The Historical Perspective in the N.W. Region
- 2.2 Sharing the Dissemination Program Plan
- 2.3 Sharing and Discussing Values Accruing to the States via a Regional Effort

3.0 State Meetings (2:30 p.m. - 4:00 p.m.)

- 3.1 Rx Advisory Board Member Provides an Overview of the State Effort
- 3.2 Compare State Approach With NWREL Dissemination Program Plan

4.0 Large Group Meeting (4:00 p.m. -)

- 4.1 Provide Opportunity for Surfacing Unresolved Issues (questions) Important Decisions/Learnings
- 4.2 Review Agenda for Wednesday - Adjourn to the Royal Court Social Hour(s)

WEDNESDAY - June 27

5.0 Large Group (8:30 a.m. - 9:15 a.m.)

- 5.1 Set Stage for the Day
- 5.2 Networking Presentation
- 5.3 Questions and Discussion About Existing and Potential Networks

6.0 State Planning Meetings (9:15 a.m. - 11:00 a.m.)

- 6.1 Discussion for Using State Consultant
- 6.2 Planning for Mapping Current Efforts
- 6.3 Preliminary Planning for State Conferences

7.0 Large Group (11:00 a.m. - 12:00 noon)

7.1 Progress report
7.2 General Discussion, Questions, etc.

LUNCH (12:00 noon - 1:15 p.m.)

8.0 Large Group (1:15 p.m. - 1:30 p.m.)

8.1 Presentation - Implications of Networking

9.0 Large Group (1:30 p.m. - 2:15 p.m.)

9.1 NIE Perspective on Regional Influence
9.2 Opportunity for Questions From the Field to NIE Representative

BREAK (2:15 p.m. - 2:30 p.m.)

10.0 State Planning Groups (2:30 p.m. - 4:00 p.m.)

10.1 Deriving Implications of Information for State Plans
10.2 Continuing to Plan for State Efforts (state conferences, etc.)

11.0 Large Group (4:00 p.m. - 4:45 p.m.)

11.1 Reports by Each State
11.2 Housekeeping + NWREL Party + Thursday Agenda

THURSDAY - June 28

12.0 Large Group (8:30 a.m. --10:00 a.m.)

12.1 Hoover Presentation - A Benefit of Regional Networking
12.2 Participant Involvement in Discussion

13.0 Large Group (10:00 a.m. - 12:00 noon)

13.1 Where to From Here?

13.1.1 Issues of Influence
13.1.2 Steering Committee/Advisory Board Election
13.1.3 Steering Committee/Advisory Board Meetings - Calendar

13.2 Other

13.3 Adjourn

NORTHWEST DISSEMINATION ADVISORY BOARD MEETING

June 26 - 28, 1979

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NORTHWEST DISSEMINATION ADVISORY BOARD MEETING
EVALUATION FORM SUMMARY

Introduction

Twenty-seven persons outside the NWREL Dissemination Program participated in the Northwest Dissemination Advisory Board Meeting, held June 26-28, 1979. This report summarizes the 15 responses to the evaluation form.

Overall response to the meeting was very positive. On all but one scaled response question, at least 80% of the respondents rated various aspects of the meeting in the top two levels of the five point scale. "Tasks accomplished," "Participation at the meeting" and "Overall evaluation" were most highly rated, each having over 90% of the ratings in the top two levels.

The area of greatest potential weakness appears to have been "The clarity of the meeting's purpose." Although 60% of the respondents rated the meeting's clarity of purpose highly, 40% of the respondents considered it average. This is the largest single cluster of average or lower ratings of any scaled response question asked. Two responses to open-ended evaluative inquiry also indicate some perceived ambiguity as to the meeting's purpose. Open-ended inquiry also yielded generally positive and supportive commentary from the meeting's participants.

EW/rlkh

NORTHWEST DISSEMINATION ADVISORY BOARD MEETING EVALUATION

A. The purpose of the meeting was (1=Unclear, ambiguous, obscure; 5=Clear, understandable, straight-forward). (15 respondents)

Value	Frequency	Percentage
1	0	0
2	0	0
3	6	39.99
4	6	39.99
5	3	19.99

B. My participation at the meeting was (1=Passive, uninvolved; 5=Active, involved). (15 respondents)

Value	Frequency	Percentage
1	1	6.66
2	0	0
3	0	0
4	9	59.99
5	5	33.33

C. Tasks accomplished during the meeting were (1=Few, it got us nowhere; 5=Many, got a lot done). (15 respondents)

Value	Frequency	Percentage
1	0	0
2	0	0
3	1	6.66
4	10	66.66
5	4	26.66

D. The leadership of the meeting was (1=Not helpful, ineffective; 5=Very helpful, effective). (15 respondents)

Value	Frequency	Percentage
1	0	0
2	0	0
3	2	13.33
4	5	33.33
5	8	53.33

DRAFT
EW/rlkh
7/16/79

E. The scope or coverage of the meeting was (1=Poor, coverage inadequate; 5=Good, coverage appropriate to audience and purposes). (15 respondents)

Value	Frequency	Percentage
1	0	0
2	0	0
3	3	19.99
4	8	53.33
5	4	26.66

F. What other issues would you like to have covered in this meeting? Please state:

- None. All major issues were identified and considered sufficiently in my opinion.
- Of course we needed more time!
- More background on dissemination and networking.
- More effort in delimiting/defining the parameters of dissemination.
- Concerns were surfaced and fairly examined.
- I appreciate the atmosphere setting done by the Lab staff. It is obvious that the Lab has collected and/or trained people well in human relations/O.D./interpersonal communications.
- The purpose of the meeting, before my arrival, was very "unclear." It was well into the conference before I had an idea why I was present.
- [The purpose of the meeting was] clear after the meeting.

G. Did you have sufficient opportunity to make contributions to this meeting? (13 respondents)

Yes (13) No (0)

- Yes--but I chose not to. I would feel freer to participate in future meetings though since my knowledge of, as well as insights into, the subject have improved considerable during this workshop/meeting.

H. My overall evaluation of this meeting is (1=Poor; 5=Very good). (13 respondents)

Value	Frequency	Percentage
1	0	0
2	0	0
3	1	7.69
4	7	53.84
5	5	38.46

I. The opportunity to evaluate this meeting has been (1=Not at all valuable; 5=Very valuable). (13 respondents)

Value	Frequency	Percentage
1	0	0
2	0	0
3	1	7.69
4	8	61.53
5	4	30.76

Other comments

- As usual, the real benefit of the meeting was the opportunity to develop action plans, not the general sessions.
- This effort represents to me a meaningful and usable way to reach the ultimate goal of people helping each other in their quest for educational improvement. While we all have our respective parameters, the concerted effort ought to result in appropriate resources being available to all professionals in the region.
- Absolutely essential--state conferences should parallel this meeting.

ALASKA
STATE CONSULTANT - PLAN-TO-PLAN

GOAL: To integrate all appropriate mini-networks into the state Network (Alaska Knowledge Base) and increase potential user competency to utilize this expanded Network.

OBJECTIVE I

TASK	EXP. START DATE	EXP. END DATE	NWREL ROLE	WHO	TIME	COST
1. Develop plan for mapping	6/26	6/28		AK comm		
2. Develop schedule for mapping	6/27	6/28		"		
3. Select individuals to assist in planning workshop	3rd wk July	3rd wk Jul		"		
4. Hold planning meeting for mini-networks workshop	4th wk July	4th wk Jul	Assist state in planning workshop	AK comm & State cons		
5. Design instruments for recording mini-netwks	4th wk July	4th wk Jul	Assist state in design	"		
6. Field test mini-network instrument	1st wk Aug	1st wk Aug		AK comm		
7. Distribute mini-network instrument	2nd wk Aug	2nd wk Aug		"		
8. Identify those to be invited to workshop	4th wk July	4th wk Jul	Assist in criteria	AK comm & State cons		
9. Develop list of "user clients"	4th wk July	4th wk Jul		"		
10. Extend invitations to mini-networks workshop	1st wk Aug	1st wk Aug		AK comm		
11. Develop preliminary materials for workshop	4th wk July	4th wk Aug	Develop preliminary materials	State cons		
12. Complete details for workshop	4th wk July	4th wk Aug	Assist with details	AK comm & State cons		
13. Conduct workshop with mini networks	1st wk Sept	2nd wk Sep	Assist in conducting workshop	"		
14. Evaluate workshop	2nd wk Sept	2nd wk Sep	Assist in design and compilation	"		
15. Identify and analyse gaps	2nd wk Sept	2nd wk Sep	Assist in analysis	"		
16. Develop strategies for addressing gaps	2nd wk Sept	4th wk Sep	Assist in identifying alternative strategies	"		

Attachment 1

ALASKA
STATE CONSULTANT - PLAN-TO-PLAN
page 2

GOAL:

OBJECTIVE I

TASK	EXP. START DATE	EXP. END DATE	NWREL ROLE	WHO	TIME	COST
17. Feedforward into project, state and regional efforts	4th wk July	Oct 15	Serve as communication link	AK comm & State cons		
18. Design on-going communication system to accompany and support Network	2nd wk Sept	1st wk Nov	Assist in design	"		
19. Provide Network information to clients	1st wk Nov	3rd wk Dec		AK comm & State Dept of Ed		

HAWAII

Ruth -- elaborate on abstract

define terms

Second Meeting Progress

Identified who will be on planning committee for State Conferences:

Kathleen - SEA

Mike - District

Ed - Principal

- Resource Teacher
- Private School
- Higher Ed - CRDG

OIS

Provide initial awareness of planning stages (what went on here) and follow-up reprots to the District Supes and Ass't Supe (OIS)

Planning group would have some knowledge of HEDDS and dissemination in general

HEDDS staff would provide drafts of all materials for planning committee to respond to

Planning group would select larger group for the State Conference (size and individuals).

Major problem:
funding!

State Consultant abstract (Aug during Linker)

Resources — identified in Plan; can be expanded
EIC as an example

Next Step
Dates
Others

HEDDS -- August
Planning Comm. Mid Sept

Conf mid Nov

- - - -

IDAHO

ACTIVITY	STATUS			
	To do	Started	Working on	Done
Meet with agency management — Abstracting Resources State Conference				
Approval to proceed — Go / No-Go				
Meeting to determine additional representation of task force group (C. Brown, D. Hammer, J. Shrag)				
Meet with group (brainstorm resources)				
Identify resources for mapping network				
Determine how to collect information for abstracts 1. Memo 2. Dept heads--meeting (dates, timeline) 3. SEA or state consultant				
Clarify good of state conference				
Identify state organizations for possible participation (How to inform groups of dissemination resources)				
Plan for synthesis/reporting				
Inform/consult with state consultant (Rx)				

MONTANA

STATE CONSULTANT - PLAN-TO-PLAN

GOAL: To lay the groundwork for effective OPI participation in and contribution to a regional configuration.

OBJECTIVE #1 - To map dissemination resources in Montana
OBJECTIVE #2 - To develop proposals for a state task force meeting

TASK		EXP. START DATE	EXP. END DATE	NWREL ROLE	WHO	TIME	COST
ist	1. To begin a list of dissemination resources	6/27/79	8/30/79	Advisory consulting	DC, OPI team	2 hrs.	
ist	2. Identify sources of information in OPI on dissemination resources	7/2/79	7/15/79	Consulting	PW, OPI staff	10 hrs.	
ata	3. Gather informatin in central place	7/17/79	7/17/79	None	ES	3 hrs.	
orking iling ystem	4. Establish a working filing system	7/16/79	7/18/79	Technical Assistance	DC, PW, JW, DS, ES	12 hrs.	
	5. Review materials	7/18/79	7/18/79	Participation	DC, PW, JW, DS, ES	4 hrs.	
	6. Validate materials	7/24/79	7/27/79	None	ES	20 hrs.	
ist of	7. Identify gaps	7/31/79	8/2/79	Participation	Team, DC	2 hrs.	
	8. Search for additional info files, read	8/3/79	8/10/79	None	ES	10 hrs.	
esign or note- ook	9. Summarize material and plot data. Set up on System 6	8/14/79	8/17/79	Consult	Team, ES, DC, OPI staff	20 hrs.	
	10. Verify new documents	8/14/79	8/22/79	Participation	Team, ES, DC, OPI staff	16 hrs.	
ro- osals	11. Develop task force proposals	8/28/79	8/31/79	Develop proposals for	Team, ES, DC, OPI staff	16 hrs.	

OREGON REPORT by George Katagiri

Two major thrusts are planned:

I. Mapping

- Mimi Maduro will interview 8-10 key individuals who operate information centers throughout the state and collect info about 90% the available resources.
- Decisions about the final form of the catalog will be made after the info is collected.
- Details for this collection process will start this p.m. (6/28). Hopefully, the prototype of the catalog will be completed by mid-October.

II. A state Conference--Tentative Plans

A. A conference just for planning will not be held.

B. The purposes of the conference will include:

1. Provide participants with background of the state dissemination movement, the status of the state.
2. Make sure participants know the role of the key actors. (Each region, the state agency, the lab, etc.)
3. Identify the actors in the state network. (Same as above.)
4. Identify the support systems from the SEA, Lab, etc.
5. Establish processes of communication between the various components.

C. Outcomes of the conference will include:

1. Identify training needs in the state

   For part time linkers
   For serious linkers
   For resource persons

2. Identify tasks that need to be addressed to strengthen statewide communication network.

Participants included:

Virginia Thompson
Jim Ylvisaker
Ann Murphy
Mimi Maduro
George Katagiri

WASHINGTON

-- Operational goal: CONFERENCE THEME

Define, shape, develop/identify state dissemination effort toward school improvement

-- Ideal goal:

Build capacity at local school level

-- Tentative timelines:

Aug. - Steering Committee planning

Aug./Sept. - Conference planning group

- Awareness
- Working definition of Dissemination
- Develop conference agenda
- Future steps resources

1 hat
- Task Force
- Steering Committee

2 hats
- Higher Education
- Inservice

3 hats
- Grants Management
- Classroom Teacher
  (Teacher Centers)
- D/D
- Lab-State Consultant
- Facilitator
- ESD
- Region X
- Adopting School
- Library

-- Conference Audience:

Active Disseminators

State Conference (BIG!) Late Oct/Early November. January/Feb - Regional Forum (?)

ATTACHMENT C

REPORT OF THE NORTHWEST REGIONAL DISSEMINATION
ADVISORY BOARD MEETING
SEPTEMBER 25-27, 1979

REPORT OF THE NORTHWEST REGIONAL DISSEMINATION CONFIGURATION ADVISORY BOARD MEETING

September 25-27, 1979

The second of a series of three meetings of the Northwest Regional Dissemination Advisory Board was held in Portland, Oregon, on September 25-27, 1979. Mr. Charles Brown, the Northwest Regional Exchange (NWRx) Advisory Board Chairperson, and Ms. Virginia Thompson, NWREL Dissemination Program Director, facilitated this gathering of educators and disseminators from across the region. The small group worksessions and large group segments of the agenda (see attachment #1) focused on discussion and development of themes established at the first meeting in June:

- Continue to acquaint and familiarize participants with their NWREL state consultant and state consultant team
- Continue to plan and strategize for upcoming state dissemination conferences and mapping projects
- Continue to identify and discuss issues having importance in regional dissemination planning and the development of a regional perspective

In addition, this meeting served as an opportunity to:

- Provide a forum to discuss United States Office of Education (USOE) regional activities
- Provide and exchange information and support with the participants concerning their progress to date
- Examine futures issues of the Advisory Board
- Examine the issue of whether or not to sponsor a regional forum
- Discuss potential uses of the mapping (data collection) efforts in the states

A presentation by Dr. William McLaughlin, Assistant Commissioner, United States Office of Education, Washington, D.C., highlighted the first day's activities. Dr. McLaughlin discussed the USOE perspective on regionalism and future issues and priorities facing the office of education (see attachment #2). Representatives from OE Region X, Al Apodoca, Robert Radford and Cody Codispoti, and Sam Cespedes from Region IX also attended and provided input during the sessions (see attachment #3).

Regional Dissemination: A Vision of What Could Be

Following a discussion period with Dr. McLaughlin, the participants divided into small groups to set upon the task of imagining what the regional effort could be in 1983. This visionary thinking exercise stimulated by the query, "If I had my way this is what the region would look like in 1983," elicited the following responses:

- All teachers would be open and receptive to information
- Teachers and principals will utilize information for decision making
- Stress and strive for a criteria for excellence--emphasize excellence--the positive--instead of problems
- More education in the home
- Development of the potential of satellite communications for the exchange of information and ideas. TV, downsignaling and media would be used to solve educational problems
- Services would be matched to individual people
- Improved evaluation and assessment mechanisms
- Improved problem identification and definition through technology
- More precise working with the affective domain

- Shift from cognitive technology to affective technology
- Change in the role and function of teachers
- Resource sharing would be the order of the day--not a goal
- Incentives for resource sharing
- Resources would be equitable for all areas in the region
- Lose some of our agency orientation and gain more of a regional orientation
- Rapid information processing for dissemination
- More "externship"--the use of the region as a laboratory
- Minimum standards for validating promising practices throughout the region
- More use of GREEN TAPE as opposed to RED TAPE
- System for recognition of teacher and improved staff development systems
- Generic properties of successful programs would be identified and made available throughout the region
- This group would be more imaginative in 1983

Business Meeting Outcomes

The participants pursued a discussion of the future of the Northwest Regional Exchange Advisory Board. Alternative suggestions as to the membership and function of the board resulted in a decision to study the advantages and disadvantages of each option. The Dissemination Program staff agreed to develop an instrument outlining the proposed alternatives open to the NWRx Advisory Board. This document will be mailed to the six Advisory Board members by November 1. The Advisory Board members will review and provide input into the instrument. Each Advisory Board

member may exercise the option to contact constituents for input into this review. Responses from the Advisory Board members will be collected and analyzed by the Dissemination Program staff and the collective data will be presented at the January 15, 1980 meeting.

During the business meeting the group pursued the issue of whether or not to sponsor a regional forum. Discussion of this topic continued with suggested alternatives to a regional forum being a "regional impact activity" or a "networking" seminar for educators in our region. Based on evaluation data from state conferences to be held in ensuing months, a decision will be made at the January meeting.

Election of a new chairperson for the NWRx Advisory Board was held in abeyance until the January meeting. Members of the Board asked Charles Brown to remain chairperson of the Board until the activities of the Configuration Project are completed in January.

Individual State Meetings

Opportunities were provided for individual state teams to meet throughout the three-day meeting. These sessions provided a forum for:

- Discussion of roles and functions of NWREL state consultant team and Advisory Board members
- Further development of state conference planning
- Discussion of potential uses for the mapping of state resources

A representative from each team provided the group with an update report as to the progress of their state's conference and mapping project (see attachment #4).

As part of this reporting session, the following dates were announced for the upcoming dissemination conferences:

Alaska	to be announced
Hawaii	October 19-20, 1979
Idaho	November 2, 1979
Montana	November 14, 1979
Oregon	October 25-26, 1979
Washington	January 22, 1979

The next meeting of the Northwest Regional Dissemination Advisory Board will be Tuesday, January 15, 1980, beginning at 1:00 p.m. and concluding on January 17, at noon.

Attachment #1

NORTHWEST REGIONAL DISSEMINATION ADVISORY BOARD MEETING
AGENDA

SEPTEMBER 25-26-27, 1979
PORTLAND, OREGON

Tuesday, September 25

12:30 - 1:00	Pick up at Sheraton; travel to PGE Building
1:00 - 1:15	Opening and Introductions
1:15 - 3:00	Dr. William McLaughlin, Assistant Commissioner, Regional Liaison Unit, United States Office of Education Bill McLaughlin has, as a part of his total responsibility, the Regional Offices of Education. He will share his ideas/ plans concerning regionalism. He will listen to presentations on what is happening in the Northwest, and we will then enter into an exchange of ideas on the issues.
3:00 - 3:15	Break
3:15 - 4:00	Regional Dissemination: A Vision of What Could Be
4:00 - 5:00	Individual State Meetings. State representatives will have an opportunity to: • Review the agenda for the Wednesday morning business meeting • Pursue plans/problems/issues unique to their states • Prepare to report to the total Advisory Board
5:00	Royal Court Social Hour - Repeat Performance

Wednesday, September 26

8:15 a.m.	Pick up in lobby of Sheraton Hotel
8:45	Business Meeting (partial list of agenda items to be covered)

- Issues surrounding a Regional Forum
- Future of the Advisory Board--alternative suggestions
- Election of a chairperson for the Advisory Board
- Northwest Regional Exchange projected activities
- Other

11:45 - 1:00	Lunch
1:00 - 3:00	Getting to Know the Dissemination Program State Consultant Team

Each state has assigned to it a team of people from the Dissemination Program. In rotation, at 20 minute intervals, each state group will meet with its NWREL team. When not meeting with its NWREL team, each state group will have the opportunity to further state conference planning, resource inventory planning and so forth.

3:00 - 3:15	Break
3:15 - 4:30	State Update Reports to the Total Group (10 minutes per state)
4:30 - 5:00	Debrief and Refocus for Thursday's Agenda

Thursday, September 27

8:30 a.m.	Check out of Hotel and Pick up
9:00 - 10:00	Special Report from States

- State meeting reports. Several states have had some exciting meetings which relate to dissemination/school improvement (e.g., a computer conference in Idaho).
- Marilou Madden - Process for consolidation of state resources toward common program goals

10:00 - 10:30	Seminar IV Information Update - Joe Pascarelli
10:30 - 10:45	Break
10:45 - noon	Final Business Session Announcements Adjourn

Attachment #2

DR. WILLIAM McLAUGHLIN'S PRESENTATION
TO THE NORTHWEST REGIONAL DISSEMINATION ADVISORY BOARD:
A HIGHLIGHTED SUMMARY

September 25, 1979

I. Introductory Points of Discussion

- Presented and explained the "federal machinery," an organizational chart of USOE (see attached chart)
- Forecasted probability of new cabinet agency for education--separate from DHEW
- Formulation of a new cabinet level department of education will foster reorganization of the federal level structure
- Stated that Assistant Secretary of DHEW, Mary Berry, is providing leadership in educational areas
- Observed that USOE may be viewed as a communication access vehicle for educational programs and dissemination

II. Broad Areas to be Addressed by USOE in the Coming Fiscal Years

- Equal Educational Opportunity, including Sections 6 and 9 of the Civil Rights Act and desegregation
- Education for the Handicapped (Section 504)
- School Improvement, including basic skills state plans, Teacher Corps, Teacher Centers
- Energy action and education
- Early periodic screening with DHEW
- Immunization

III. The USOE Focus on Dissemination: Six Major Areas

- Continue to report on the condition of education including policy alerts, quarterly reporting and emerging trends

- Provide information on federal programs, acting as a communication access mechanism
- Develop Operation RECON, Regional Educational Communication Outreach Network, to organize a comprehensive delivery system for the purpose of disseminating educational knowledge to all regions of the country. In order not to duplicate existing efforts, the network will:
  - identify key dissemination agencies and activities within each region
  - organize a communication network to serve as a forum for mutual awareness and use of all dissemination efforts
  - cultivate a respect for each state's effort
  - foster a diffusion practice aimed at improving the quality of education
  - design a specific set of regional office activities which will facilitate, broker and enhance respective responsibilities to provide comprehensive dissemination of educational knowledge and delivery of services
- Work with Title I Awareness conferences and National Diffusion Network
- Develop a regional resource file knowledge base
- Develop a technical assistance center profile

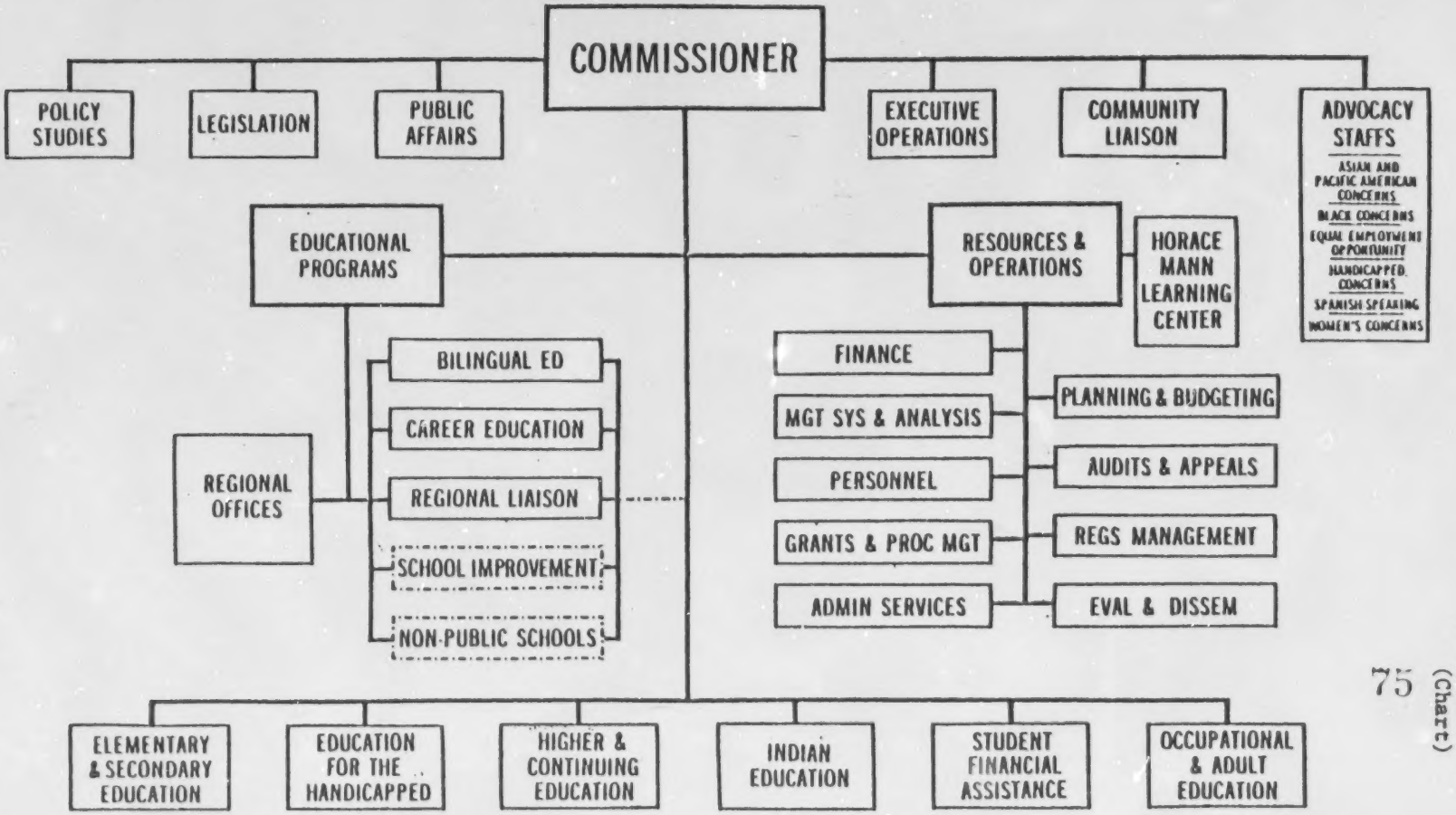
IV. Shared Personal Observations

- Many of our efforts should have been started years ago; the educational arena is presently suffering an immense information and organizational over-load; "Dissemination" should not have been dormant all these years
- USOE needs partnership with the states
- Teachers are not close enough to our dissemination processes
- Dissemination efforts regionally must be a shared responsibility with the federal level

- Priority setting in a tight mode is an emerging trend and dissemination organizations will have to face this issue
- There needs to exist a mutual respect for the roles we have to play
- There is a similarity of problems and issues on both the state and federal level
- USOE needs input from state and regional dissemination groups

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE

OFFICE OF EDUCATION



Attachment #2
(Chart)

Attachment #3

NORTHWEST DISSEMINATION ADVISORY BOARD MEETING

September 25 - 27, 1979

Members and Meeting Participants

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Honolulu, Hawaii 98604

Wednesday, September 26
State Report

ALASKA

Mapping

- Mapping of public and private resources throughout the state is being pursued and data will be added to the Alaska Knowledge Base.

State Conference Planning

- The title of the Alaska state conference is "The Alaskan Configuration." This conference will be held in late November or early December.
- Participants at the Alaska Conference will include representatives from:
  - The Alaska Knowledge Base
  - Satellite communication project
  - Regional resource centers
  - Local education agencies
  - NWREL Advisory Board
  - Other selected educators
- Objectives of this activity-oriented conference are:
  - Provide information on the Alaska Knowledge Base, existing communication networks and how to access these systems
  - Complete mapping project; collect data from all available resources
  - Identify a system for updating resource base
  - Provide opportunity interaction and identify alternative to meet user needs

Wednesday, September 26
State Report

HAWAII

Mapping

- HEDDS staff will be recovering already searchable information of a descriptive nature for their resource mapping. Remaining data will be collected from face-to-face and phone interviews.

State Conference Planning

- Hawaii's conference--"The HEDDS Conference," (Hawaii Educational Dissemination/Diffusion System) will take place on Friday, October 19 and Saturday, October 20. Included in the HEDDS conference will be a National Diffusion Network (NDN) Awareness session.
- Conference objectives include:
  - Informing participants of national dissemination and diffusion activities
  - Informing participants of HEDDS services available to them
  - Identifying information and dissemination needs of participants
  - Coordinating state dissemination efforts

Wednesday, September 26
State Report

IDAHO

Mapping

- Plans have been developed for collecting data and abstracting information for mapping resources and services.

State Conference Planning

- The Idaho conference will be held on Friday, November 2. The theme of the conference is "Dissemination as Communication Linkages to Exchange Resources."
- The goals of the conference are:
  - To increase awareness about Idaho resources, programs and services
  - To clarify roles in the process of communication and resource exchange for state agencies as these roles relate to efforts for school improvement
- Participants invited to the conference include representatives from the state education agency, state library, universities, elementary/secondary principals, teacher centers, PTA, state superintendent association, NWREL and other Idaho educators.

Wednesday, September 26
State Report

MONTANA

Mapping

- A preliminary draft of resource abstracts has been completed. Approximately 75 programs will be abstracted for inclusion in the Montana mapping notebook.
- Many of the resource abstracts will display a descriptive map on the reverse side of the abstract page. These maps will delineate the relationship of services to geographic areas.
- The Office of Public Information at the Montana state education agency is designing a method for updating the resource abstracts.

State Conference Planning

- The Montana "worksession" will be held on Wednesday, November 14, in Helena. Approximately twelve to sixteen persons will be attending. Participants will include program level coordinators, managers and regional representatives.
- The purposes outlined for Montana's worksession are:
  - Sharing the mapping that has been compiled
  - Begin analysis of this data to see what impact it can have on decision making
  - Analyze data to provide evidence for recommended changes in service delivery systems

Wednesday, September 26
State Report

OREGON

Mapping

- Data collection efforts are underway. A "sample packet" of the resource notebook will be distributed to conference participants.
- The short-term goal of the mapping notebook is to determine the extent to which resources are available at this time. A long-range goal of this project is to identify directions toward which the network can work.

State Conference Planning

- The Oregon conference will be held on October 25 and 26 at the Country Squire Inn in Eugene. The theme of the conference is "Developing a Sharing Network."
- Over 100 participants have been invited including representatives from the state education agency, state library, higher education, the ERIC clearinghouse, research and development centers, educational service districts and local education agencies. In addition, Dr. W. Ed Ellis, Assistant Director of Regional Programs at the National Institute of Education and representatives from USOE Region X office will be attending.
- Conference participants will be exploring the questions:
  - What does a sharing network mean?
  - How can a sharing network be developed?
  - What impact can a sharing network have on educator's individual roles and functions?
- Outcomes from the conference will be a key component to planning Oregon's school improvement and staff development programs for 1980.
- A goal of the conference is to stimulate ideas as to strategies to get teachers to use the network system.

Wednesday, September 26
State Report

WASHINGTON

Mapping

- A two-page questionnaire will be sent to designated agencies throughout the state asking them to analyze their activities in terms of SPREAD, EXCHANGE, CHOICE and IMPLEMENTATION. An abstract form will also be completed for each of these.

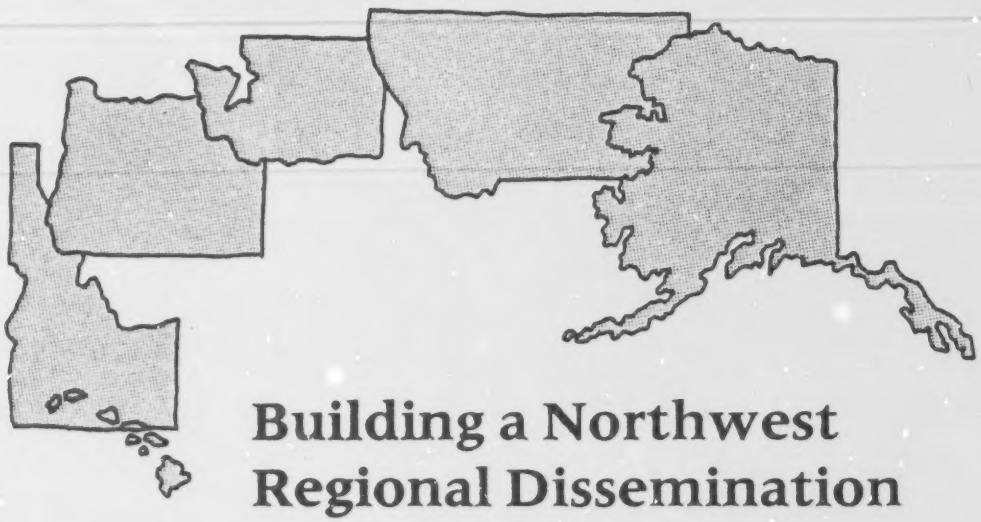
- The data collected from the questionnaire and abstract form will be used to plan the conference agenda.

State Conference Planning

- The Washington conference will be held on January 22, 1980, somewhere in the SEATAC area. Approximately 100 persons will be attending this planning conference.
- The theme of the Washington conference is: "Organizing Dissemination for Instructional Improvement: A Planning Conference."
- A goal of this conference is to facilitate a system for personal contact. This event is seen as a beginning point and the possibility exists for subsequent conferences.
- Questions participants at the corference will be exploring are:
  - Are there common goals identified? If so, what are they?
  - How can we work together to coordinate our efforts?
  - How can we make our dissemination effort more understandable and relevent to others?
  - How can we bring order to a dissemination system in the state?
  - What kinds of recommendations can be made as a result of examining the issues?
  - What long-term plans/issues does the group want to pursue?

ATTACHMENT D

REPORT OF THE NORTHWEST REGIONAL DISSEMINATION
ADVISORY BOARD MEETING
JANUARY 15-17, 1980



Building a Northwest Regional Dissemination Network:

1980 Dissemination Activities

Report of the Northwest Regional Dissemination Advisory Board Meeting

Portland, Oregon
January 15-17, 1980

Northwest
Regional
Educational
Laboratory

DISSEMINATION PROGRAM

710 S.W. Second Avenue
Portland, OR 97204

February 1980

REPORT OF THE NORTHWEST REGIONAL DISSEMINATION ADVISORY BOARD MEETING

January 15-17, 1980

Objectives of the Meeting

- To define an ACTION PLAN for each of the states in the region through planning sessions with Dissemination Program state consultants and Advisory Board members
- To define the GOAL AND OBJECTIVES for regional dissemination activities
- To decide the size and makeup of the Advisory Board
- To identify the work necessary to complete the Northwest Regional Dissemination Configuration project

The Northwest Regional Exchange (NWRx) is composed of the states of Alaska, Hawaii, Idaho, Montana, Oregon and Washington. Regional Exchange staff are housed in the Northwest Regional Educational Laboratory Dissemination Program and work with designated contact people from these states to: facilitate the development of a regional dissemination configuration; to coordinate a system for the identification, management and exchange of resources in the region; and to assemble, analyze and report data on regional use of research and development (R&D) outcomes.

The Northwest Regional Dissemination Configuration was a special eight-month project of the Northwest Regional Exchange. This project has involved an expansion of the NWRx Advisory Board from six state representatives to an eighteen-member Steering Committee in order to provide a broader base of representation for conducting regionwide dissemination efforts. The Configuration project has provided support for each state to hold a dissemination planning conference and to conduct resource identification activities aimed at regional network building.

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Report on Advisory Board Regional Planning and Business Meeting

Advisory Board Expands Regional Dissemination Plans

The Northwest Regional Dissemination Advisory Board Meeting held in Portland, Oregon on January 15-17, 1980, had a dual significance for educational leaders from the region who participated.

While formalizing the conclusion of one set of dissemination activities designed to further educational improvement and equity in the region, the meeting also marked the beginning of a new and expanded scope of dissemination network building efforts.

Objectives and plans negotiated with the Advisory Board and accomplished during the meeting reflect this transition from initial networking activities to the FY80 plans and commitments growing out of those activities. These included:

- Defining an action plan for the year
- Defining and clarifying regional goals and objectives
- Arriving at a decision about the size and makeup of the Advisory Board
- Identifying the work remaining to complete the Configuration project

In addition to these objectives, the meeting also provided opportunities for participants to:

- Put the Dissemination Program, the NWRx and the Configuration project into a historic and future context
- Relate the NWRx scope of work, intentions and objectives to current state dissemination plans
- Clarify and share objectives and strategies
- Influence the NWRx scope of work for each state

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- Influence the direction and goals for the NWRx Advisory Board for FY80
- Participate in and contribute to the business meeting of the Advisory Board

Regional Plans Gain Participant Support

Participants at the meeting included Northwest Regional Exchange Advisory Board members, Northwest Regional Dissemination Configuration Steering Committee members, Northwest Regional Educational Laboratory (NWREL) Dissemination Program staff and Dr. Richard Elmendorf, Regional Monitor, National Institute of Education (NIE).

These participants experienced a high level of satisfaction with the procedures and outcomes of the meeting. Major indicators were:

- Participant enthusiasm and productive work during the various sessions
- Interest in and commitment to followup activities to be performed by the task forces created at the meeting
- Positive responses recorded on the participant evaluation forms (summarized at the end of this report)
- The extremely supportive and positive comments offered at the conclusion of the meeting by Dr. Elmendorf, who at several points in his review told participants, "I'm impressed."

Building upon groundwork established during the Northwest Regional Dissemination Configuration project and previous NWRx activities, the group identified and made commitments to activities to be pursued **region-wide** during the coming year, while continuing to provide opportunities for the concerns of individual states to be reported and to receive attention.

This approach made possible a growing sense of **regional identity** among participating states, while at the same time preserving and enhancing the working relationship between NWRx staff and each individual state.

Since the NWRx is currently operating under a three-year contract with NIE, the directional indications and priority areas agreed upon by the Board and NWRx staff constitute a

design for developing and implementing a long-range dissemination plan which will both utilize and solidify the growing regional dissemination network.

Board Mandates Continuation of Major NWRx Activities

Working with data generated during a series of work sessions held during the meeting, the group determined that the NWRx staff, in concert with the Advisory Board, will continue to:

- Work with each state in the region to accomplish individual state goals
- Coordinate cross-state events
- Disseminate information about research and development (R&D) products
- Prioritize topics for knowledge synthesis
- Coordinate information about criteria for validating exemplary products in cooperation with USOE Region X
- Participate in building dissemination networks
- Collaborate with educators from the region to influence federal legislation concerning dissemination
- Work with states over the next two months to complete activities and documentation called for by the Configuration project scope of work

Regional Thrusts and Proposed Activities Identified

In early January those individuals who would be attending the meeting received three documents which had been prepared by Dissemination Program staff: a historical overview of the Dissemination Program, the NWRx FY80 scope of work and the proposed agenda for the meeting. These documents provided the background information necessary for the state groups to begin identifying 1980 state and regional dissemination priorities.

Individual state groups examined seven proposed NWRx activity areas and related these to their state plans. The "Priority Listing of Proposed Activities for 1980" chart at the end of this report details these correspondences.

In the next work session, three cross-state groups consisting of one representative from each state were formed to discuss

possible regionwide activities and the potential for cross-state collaboration and resource sharing.

Five priority areas for the region as a whole were identified. Advisory Board members designated those areas which were most closely related to their states' dissemination plans and goals and for which they would be willing to contribute resources to support a regional thrust. The priority areas cited include:

- **Staff development for persons with dissemination responsibilities** which will provide them with basic understandings about designing and conducting training
- **Examining alternative technologies** for disseminating current R&D outcomes
- **Regional meeting of the six chief state school officers** to create awareness of and support for state and regional dissemination activities
- **Building regional capacity to transform educational research documents and other professional literature** to make the educational knowledge base more accessible to educators at all levels
- **Evaluating resource materials provided by the NWRx** and the quality of the resource provision services

An additional area cited by the group was the **production and/or exchange of different kinds of media presentations on educational dissemination.** It was the consensus of the group that these presentations should be closely tied to the content of the above activity areas and developed as work in those areas progresses.

Task Forces Created for Initial Priority Areas

Three activity areas were cited by the Board as initial priorities: knowledge transformation, alternative technologies and staff development. To assist the NWRx staff and Board in planning for activities in these areas, the group agreed to form task forces. Changes occurring in the time between the nomination of task force members at the meeting and the preparation of this report have resulted in the following, current listing of task force participants:

Knowledge Transformation

Hawaii	Kathleen Steffen
Oregon	George Katagiri

Alternative Technologies

Alaska	Bill Bramble
Idaho	Charles Brown
Oregon	Jim Maxwell
Washington	Joan Newman
	June Dilworth

Participants agreed that the people identified to assist with **staff development** activities will serve as a consultant group who will be contacted by NWRx staff for input into staff development training designs. This group included:

Alaska	Kelly Tomsmier
	Ron Daugherty
Hawaii	Kellet Min
	Kathleen Steffen
Idaho	Charles Brown
	A. D. Luke
	John Jensen
	Buck Boston
Montana	Lyle Eggum
	Ron Wirtz
Oregon	George Katagiri
Washington	June Dilworth
	Alf Langland
	Doug Goodlett

Task Force Meeting Dates Set

It was further agreed that the two task forces concerned with knowledge transformation and with the exploration of alternative technologies will meet February 19 and 20 to consider avenues for implementation of activities in these areas.

Jean Wieman, George Katagiri to lead Advisory Board in FY80

The business meeting of the NWRx Advisory Board incorporated a discussion concerning the logistics of future Board operations with the calendaring of future events. Topics included Advisory Board membership, development of bylaws for the group, the election of a chairperson and vice-chairperson and evaluation of NWRx activities. The following decisions were reached:

- **The NWRx Advisory Board will be comprised of six representatives—one from each participating state.** Task force members will assist this group in developing and conducting specific designs and projects.
- **The role, function and bylaws of the Advisory Board will be reexamined at the next meeting.** This review will result in a document describing the Board's role, function and bylaws for operation over the next three years.
- **The Advisory Board will participate in tracking and measuring the impact of NWRx activities** at both the state and regional levels. A case study approach will be utilized for evaluating the impact of these activities.
- **Jean Wieman, Director, Program and Learning Resources, Washington Superintendent of Public Instruction was elected chairperson of the Advisory Board for 1980. George Katagiri, Coordinator, Instructional Technology and Title IV was elected vice-chairperson. The group commended outgoing chairperson, Charlie Brown, on his leadership during the Advisory Board's formative period.**

Marilou Madden, Alaska's representative to the Advisory Board, announced her resignation from the Board. The Alaska Department of Education will name a new representative in the near future.

Advisory Board Commended by NWREL and NIE Staff

As the session came to a close, Dissemination Program Director, Virginia Thompson, highlighted the meeting's accomplishments, encouraging the participants to continue their action-oriented approach to supporting improvements in educational practice and equity.

Dr. Richard Elmendorf, who throughout the meeting had provided insights concerning the federal perspective, commended the Board for their collaborative work and regional cooperation, citing the Configuration project as a success.

Upcoming meetings of the NWRx Advisory Board are scheduled for March 18-20 and June 3-5, 1980.

List of Participants

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Educational Field Representative
1325 Fourth Avenue, N
Great Falls, Montana 59401

Jean Wieman
Director, Program Accountability
State Superintendent of Public Instruction
Old Capitol Building
Olympia, Washington 98504

Keith Wright
Director, State Facilitator Project
Yakima Public Schools
104 N. Fourth Avenue
Yakima, Washington 98902

Jim Ylvisaker
Division of Instruction
Multnomah ESD
P.O. Box 16657
Portland, Oregon 97216

Claire Yoshida
Hawaii Educational Dissemination/ Diffusion System
State Department of Education
P.O. Box 2360
Honolulu, Hawaii 98604

Priority Listing of Proposed Activities for 1980

PROPOSED ACTIVITY	ALASKA	HAWAII	IDAHO	MONT.	OREGON	WASH.
1. Develop and implement a plan to work directly with two LEAs to provide direct access to R&D outcomes.	PRIORITY	interest	PRIORITY	interest	interest	PRIORITY
2. Explore the feasibility of providing chief state school officers—or someone they designate—with knowledge syntheses in mutually agreed upon priority areas.	PRIORITY	interest	interest	interest	PRIORITY	PRIORITY
3. Develop and implement plans designed to establish collaborative efforts and/or regional networks to improve the quantity and quality of resources available to their subscribers.	PRIORITY	interest	interest	PRIORITY	PRIORITY	interest
4. Develop and implement a plan to work directly with each state to ensure equal access to R&D outcomes by underserved populations.	interest	interest	interest	interest	PRIORITY	interest
5. Meet regularly with a core group in each state on a mutually agreed upon agenda to consider school improvement and equity issues.	interest	interest	interest	PRIORITY	PRIORITY	interest
6. Provide staff development for persons with dissemination responsibilities providing them with basic understandings about designing and conducting training.	PRIORITY	PRIORITY	PRIORITY	PRIORITY	PRIORITY	PRIORITY
7. Explore the potential interest in and the feasibility of training principals and librarians in accessing and utilizing R&D products and serving as linking agents.	interest	PRIORITY	PRIORITY	interest	interest	PRIORITY

Evaluation Summary

Eighteen persons outside the NWREL Dissemination Program participated in the Northwest Regional Dissemination Advisory Board meeting on January 15-17, 1980. The report summarizes thirteen responses to the evaluation form.

The total number of "Yes" and "No" replies is listed with each evaluation statement. Where the participants placed a question mark rather than an affirmative or negative reaction to a statement, a notation has been made in the "Comments" section.

QUESTIONS AND ANSWERS	YES	NO
A. Development of an Action Plan		
1. An action plan was developed for a NWRx person to work in your state.	10	1
2. At least one date has been established for the state consultant to travel to your state agency to work with you.	6	3
3. Some items have been identified for a working agenda for the state consultant's visit to the state agency.	8	1
COMMENTS: *Issues remain which need to be clarified–particularly regarding areas in which responsibility for activities might be better focused at the state level rather than being left to NWRx.*		
NOTE: *Under #2, one question mark was placed in the YES column. Under #3, two question marks were placed in the YES column.*		
B. Regional Goals and Objectives		
1. Several regional dissemination goals and/or objectives were identified at this meeting.	12	0
2. At least some of the goals/objectives match your state's needs and interests for dissemination activities.	12	0
COMMENTS: *Painful— but the group finally seemed to go beyond local emphasis to a viable regional thrust.*		
C. Advisory Board		
1. A clear decision was made as to the size of the Advisory Board.	11	0
2. You are clear as to the function of the Advisory Board.	9	2
3. You were able to influence the direction which the Advisory Board will go this year.	8	3

QUESTIONS AND ANSWERS	YES	NO
COMMENTS: *I thought the process very much enabled me to have input. Note that this became much more evident to me because I chose to sit in on the Thursday a.m. session. I'm not sure those who did not attend the Thursday a.m. session would see the correlation that clearly.* *The function/impact of the state* core groups *certainly remains to be defined.*		
D. Configuration Project Completion		
1. The overview of Configuration Project work adequately portrays what remains to be done.	10	0
2. Any responsibilities which you have for completing the Configuration Project have been identified and you know what is expected of you.	8	2
E. Contextual Setting		
1. As a result of the printed materials and your participation in this meeting you have an understanding of the historical context within which the NWREL Dissemination Program, NWRx and Northwest Regional Configuration have developed.	12	0
2. You understand how the NWREL Dissemination Program will work with your state in the future.	10	1
COMMENTS: *The work by NWREL staff is excellent.* *To a certain extent, we didn't get down to finite planning more because we were beginning to involve other agencies and programs which were not represented.*		
F. Relating State Plans to NWRx Goals and Objectives		
1. While at this meeting you had an opportunity to relate your state plan for dissemination to NWRx goals and objectives.	11	1
COMMENTS: *I would say it was the other way around—relating NWRx goals and objectives to our plan.*		
G. Clarification and Sharing of Objectives and Strategies		
1. You have had an opportunity at this meeting to share objectives and strategies with representatives from other states.	13	0
2. You have been able to identify objectives and strategies common to you and at least one other state.	12	0
COMMENTS: *A small group cross-state session was unusually exciting and productive—definitely fostered a sense of regional thrust and mutuality of interest.*		

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QUESTIONS AND ANSWERS	YES	NO
H. NWRx Strategies		
1. You have had an opportunity to influence the NWRx plan for working with your state.	11	0
COMMENTS: *No token advisory board feeling—the influence appears actual.*		
I. Organizational Meeting		
1. You had an opportunity to participate in at least one session of the Advisory Board business meeting.	12	0
2. You felt okay about the degree of participation made possible for you.	13	0

As you reflect about the total meeting, please rate its value to your state on the scale provided below:

of little or no value			very valuable
0	0	7	6

COMMENTS:
This was the best meeting for the Steering Committee of the three meetings. I feel this meeting came closest to getting to the real problems within each state and, therefore, feel the plans for the future are more real and relevant. Good meeting.
Best meeting yet, task oriented.
The future awaits.
The staff and leadership have been excellent.

AGENDA

Northwest Dissemination Advisory Board Meeting
January 15-17, 1980

Objectives

- The state consultant and the states will define their action plan for the year
- To define and make explicit regional goals and objectives for the year
- To determine the size and makeup of the Advisory Board
- To identify the necessary work for completing the Configuration Project

The meeting will provide you with opportunities to:

- Put the Northwest Dissemination Program, NWRx, Northwest Configuration into a historic and future context
- Relate the NWRx scope of work, objectives and intentions to your plans
- Clarify and share objectives and strategies
- Influence the NWRx strategies within each state
- Influence the direction the NWRx Advisory Board may take this year
- Have an organizational meeting

Times	Agenda Items
Tuesday, January 15 1:00 to 5:00 pm	WELCOME
	Review the Configuration
	Review of Program History
	Review of the NWRx Scope of Work
	State and Consultant Planning
Wednesday, January 16 8:30 am to 12:00	Identification of Items for a Regional Plan
	State and Consultant Review, Revision and Recommendation

Times	Agenda Items
Wednesday, January 16 1:00 pm to 5:00 pm	Meeting of Northwest Regional Exchange Advisory Board
	Trip to Multnomah ESD
Thursday, January 17 8:30 am to 12:00	Meeting of NWRx Advisory Board
	Summary of Total Meeting
	Evaluation of Meeting
	Adjournment

ATTACHMENT E

SAMPLE DESCRIPTIONS
FROM STATE RESOURCE NOTEBOOKS

ALASKA
HAWAII
IDAHO
MONTANA
OREGON
WASHINGTON

ID#

Name ALASKA MULTIMEDIA EDUCATION PROGRAM

Acronym N/A

Address Alaska Department of Education
Pouch FM
Juneau, Alaska 99811

Phone (907) 586-1224

Contact Martha Stevens

Title Curator of Education

Phone/Ext (907) 586-1224

Descriptors

Alaska Natives
Cultural Awareness
Distribution
* Multimedia Instruction
* Resource Materials
Social Studies
* State Departments of Education

Identifiers

Alaska
* Multicultural Learning

Overview

This program designs and distributes Alaskan studies learning kits to schools in the state. The kits are produced by the Alaska State Museum and deal with various aspects of Alaskan culture. Included in the kits are teachers' manuals, student booklets, artifacts and reproductions, games, puppets, tapes, films, slides, photographs and books. A community schools program provides activities within the museum for local and visiting school groups. Museum exhibits, artifacts, films and slides are used.

Target Audience(s)

Alaska teachers and students

Curricular Area(s)

Social studies

Services Provided/Costs

Workshops are offered on developing multimedia/multicultural learning units on Alaskan studies, with an emphasis on integrating the unit into the existing curriculum.

Contact Martha Stevens for cost information.

Publications Available/Costs

Teacher's manuals and student booklets are available on request.

A brochure describing the learning kits and order forms are available.

Funding Source(s)

Date 2/80

ID#

Name ENVIRONMENTAL EDUCATION PROGRAM

Acronym

Address 1270 Queen Emma Street
Room 1102
Honolulu, Hawaii 96813

Phone (808) 548-5914/5991

Contact Judith Pool

Title Educational Specialist II

Phone/Ext (808) 548-5914/5991

Descriptors

Biological Sciences
Curriculum Development
Ecology
* Elementary Secondary Education
* Environmental Education
Program Coordination
Program Development
* State Departments of Education

Identifiers

* Hawaii
Pacific Islands Ecology

Overview

Funded projects support the development of educational processes dealing with humanity's relationship with natural and man-made surroundings and include the relation of population, pollution, resource allocation and depletion, conservation, transportation, technology, economic impact and urban and rural planning to the total human environment.

Activities supported include development of curriculum materials, training for educational and noneducational personnel, community education projects and elementary and secondary education projects.

Target Audience(s)

K-12 public school students

Curricular Area(s)

Environmental Education

Services Provided/Costs

Program support services, consulting services

Publications Available/Costs

A Compendium of Campsites and One-Day Visitation Sites in the State of Hawaii - $9.50 plus postage and handling

Framework for Environmental Education in the Public Schools of Hawaii - $.75 plus postage and handling

Funding Source(s)

State funded

Date 1/80

ID#

Name STATE PROGRAM FOR EXCEPTIONAL CHILDREN

Acronym N/A

Address Idaho State Dept. of Education
Special Education Section
Len B. Jordan Building
650 West State St.
Boise, ID 83720

Phone (208) 334-3940

Contact Judy Schrag

Title Supervisor, Special Education

Phone/Ext (208) 334-3940

Descriptors

* Elementary Secondary Education
* Exceptional Child Services
  Gifted
  Handicapped Students
  Interagency Coordination
  School Districts
  Special Education
* State Departments of Education

Identifiers

Idaho
P.L. 94-142
* Title VI-B

Overview

State funding is provided for statewide special education programs for exceptional (gifted and handicapped) students. State funding includes 80% of approved salaries of teachers, aides, school psychologists, social workers, communication disorders specialists, consulting teachers, homebound teachers and directors/supervisors. Additional funding per approved students is provided under the Exceptional Child Sparsity Factor and the Foundation Educational Program.

State Department consultant services are available to all school districts in the initiation, operation and administration of special education and related services. Interagency coordination is emphasized to support all state and local agencies providing services to exceptional children.

Target Audience(s)

School administrators, regular and special education teachers, other ancillary personnel, parents, students, university staff and other agency personnel

Curricular Area(s)

Education of Exceptional Children

Services Provided/Costs

Teaching assistance, program monitoring, training, funding support and other assistance to school districts providing special education and related services. Services of the Special Education Section are at no cost to Idaho school districts.

Publications Available/Costs

Administrative Rules and Regulations for Special Education
Screening Guidelines for Preschool Children
Interagency Planning of Special Education
Annual Special Education Report to the Idaho Legislature

No Cost

Funding Source(s)

Federal: Title VI-B, P.L. 94-142
State: Exceptional Child Foundation Educational Program Ancillary Funding

Date 1/80

ID#

Name INDIAN EDUCATION

Acronym JOM (Johnson-O'Malley Act)

Address Office of Public Instruction
State Capitol
Helena, Montana 59601

Phone 1-800-332-3402

Contact Robert Parsley

Title Manager, Indian Education

Phone/Ext (406) 449-3036

Descriptors

* American Indians
* Educational Programs
* Elementary Secondary Education
Federal Aid
Reservations (Indian)
School Districts
State Departments of Education

Identifiers

* Johnson-O'Malley Act of 1934
Montana
Native Americans

Overview

The purpose of this program is to provide grants to school districts and other eligible agencies for the education of Indian children.

Applications are accepted at any time. Applications for programs scheduled to commence on the first day of a school term, however, should be submitted to the Office of Public Instruction no later than August 1. Applications scheduled to start during the school year should be submitted to the Office of Public Instruction a minimum of four weeks prior to the anticipated program starting date.

Target Audience(s)

School districts, tribal corporations, colleges and universities qualified to operate programs for eligible Native American students.

Curricular Area(s)

Curricular areas and services selected by eligible applicants.

Services Provided/Costs

Technical assistance in program planning development, operation and evaluation

State-level program administration

Inservice workshops

Eligible participants are not charged for services.

Publications Available/Costs

Application forms
Copies of the Federal Register
Copies of rules/regulations

Applicants are not charged for publications.

Funding Source(s)

Congressional appropriation to the Bureau of Indian Affairs, subgranted to SPI for distribution. JOM Act.
Funds: Grants for
FY 80 - $428,178

Date 7/79

ID#

Name SCHOOL FINANCE AND DATA INFORMATION SERVICES

Acronym

Address Oregon Department of Education
700 Pringle Parkway SE
Salem, Oregon 97310

Phone (503) 378-3631

Contact Lloyd Thomas

Title Director

Phone/Ext (503) 378-3631

Descriptors

* Data Collection
Elementary Secondary Education
* Financial Services
Information Systems
Schools
State Departments of Education
Statistical Data

Identifiers

Oregon
* Selected Summaries

Overview

This section has primary responsibility for collecting, processing, analyzing and disseminating basic data on public and private elementary-secondary education.

The general categories of information include pupil, staff, finance, programs and facilities. Information on file includes, but is not limited to, actual and projected enrollment and membership, number and FTE of certificated and classified staff, racial/ethnic composition of pupils and staff, average salary by staff position, budgeted and audited revenue and expenditures.

Target Audience(s)

DOE staff, school districts, legislature, other state agencies, educational groups, other groups and individuals

Curricular Area(s)

Services Provided/Costs

Selected summaries are prepared routinely, based upon historical frequency of request. Special collections, summarizations and projects are available upon request. No cost.

Publications Available/Costs

Routine summaries are prepared throughout the year. Periodic order blanks (approximately six per year) describing the most recent tables are mailed to all school districts, ESDs and interested groups and individuals. No cost.

Funding Source(s)

State general fund

Date 4/80